

The "28-Step Home Marketing Plan"...

Presenting your marketing plan is the final step before signing the listing agreement. It's an extremely powerful tool for bringing all of the elements together into closure. Below, I have outlined a "28-Step Marketing Plan" you can reference to create your EXCLUSIVE PLAN for your prospects and clients.

I don't know how many steps your plan will have, but it should be enough to impress the sellers, specific enough to beat-out your competition, yet not so burdensome that you can't accomplish all of them.

One important key to your Marketing Plan: Make certain you state your marketing strategies in the form of benefits. Don't just say "enter your home into MLS," say: "submit your home listing for exposure to over 4,000 active agents in the Multiple Listing Service system." Remember the saying: "***The more benefits you tell, the more homes you sell.***" Although your office most likely has a company policy and standard marketing tasks, here's a sample of Company Objectives and Marketing Plan you should consider. Remember, benefits are what spark the emotions in people. Benefits sell listings and homes.

Company Objectives

1. To expose your home to the maximum number of interested and capable buyers;
2. To educate all interested prospects on the unique features and lifestyle benefits your home offers;
3. To help you get the highest possible sales price for your home;
4. To make the listing and sales process easy, convenient, and problem-free for you;
5. To educate and assist you in the most effective ways to present your home for the greatest buyer impression;

Marketing Plan Elements: You can present as numbers, or steps. These are examples, customize for your own practice.

1. Submit your home listing for exposure to over [4,000] active agents in the Multiple Listing Service system.
2. Present copies of your home listing to [138] of our company's active agents who, each day, work with interested and capable buyers;
3. Present you with professional advice on presenting your home to show exceptionally well, and sell for the greatest possible price;
4. Place your home on company weekly tour schedule to be examined by [138] agents working with motivated buyers;
5. To promote your home in at least 4 company-sponsored local magazine and newspaper advertisements with combined circulation of 1,200,000 readers.
6. Create a custom publicity flyers about your home for personal distribution to each active agent in the community;
7. Promote your home on our community REALTOR® tour schedule to be examined by over [4,000] active agents;

8. Create a custom flyer of features and lifestyle benefits of your home for use by cooperating agents showing your home;
9. Create a custom "listing book" to be placed in your home for buyers to reference home features, lot, utility, and tax information, neighborhood benefits, schools, shopping, medical, and other buyer benefits;
10. Promote your home on our company-exclusive "top 250 selling agent's" personalized mailing list;
11. Maximize showing exposure through professional signage;
12. Enhance convenience of buyer viewing by placing home on a key safe;
13. Promote your home to the public through Open Houses;
14. Promote your home by distributing flyers, brochures, and making personal announcements at real estate board meetings;
15. Educate you and potential buyers on the numerous methods of financing the purchase of your home;
16. Suggest constructive changes to your home to make it more appealing, and a sale more likely, to interested buyers;
17. Send a personalized letter to residents in your neighborhood promoting the features and lifestyle benefits of your home;
18. Personally speak with a minimum of 100 of your neighbors about your home, neighborhood benefits, and their knowledge of potential buyers;
19. Keep you educated and up-to-date on listing and selling market conditions in your area;
20. Update you on all activity regarding your home: agent showings, open house attendance, agent tours, sign inquiries, etc.
21. Promote your home through our Nationwide Sellers Network: over 277 nationwide offices around the country;
22. Place your home listing in our exclusive Relocation Program national database;
23. Track all home showing agents and public using special sign-in sheets;
24. Follow-up on all agents who have shown your home to answer questions, and further motivate buyer interest;
25. Ensure that any offers from buyers are pre-qualified and capable of closing on the purchase;
26. Represent you in contract negotiations with buyers to help generate the highest selling price for the home;
27. Coordinate escrow, financing, and closing activities on your behalf to ensure a smooth, hassle-free closing;
28. Personally deliver your proceeds check at closing of your home.