

# 10 Point Marketing Plan

## My goals are:

1. To help you sell your property for the best price and get you where you want to go on time
2. To make your transition easier for you by reducing the stress of selling your property
3. First-Class Service

## Marketing Plan:

- 1. Multiple Listing Service (MLS)** We will enter your homes information into the Lynchburg & Roanoke MLS, giving your home exposure to hundreds of local active Realtors, many of whom have buyers, which will help your home sell quickly. Roanoke MLS provides live IDX (internet data exchange) links.
- 2. Visual Tour.** We will extensively photograph your home to provide virtual walk-thru tours of your home online to prospective buyers. This interactive online presentation will allow us to monitor the number of times buyers are viewing your property. (89% of homebuyers begin their search online.)
- 3. Internet.** We will enter your home's information on Realtor.com, the nation's largest real estate website, as well as 20 other major websites, giving your home maximum exposure.
- 4. Transaction Management.** We will manage the details of your transaction to insure that your home closes on time.
- 5. Weekly Contact.** I will contact you weekly to give you an update on the marketing of your home and answer any questions you may have.
- 6. Color Brochure.** We will have your home attractively photographed and a full color brochure prepared. I will insure each of the agents in our office receives a copy immediately.
- 7. Sign.** We will place one of our distinctive signs on your property. Furthermore, we will place a brochure box on your sign and provide extra brochures to keep the box supplied. This will enable potential buyers to "preview" your home.
- 8. Procuring a Buyer.** I will actively market your property directly within my database of relationships with Realtors, Business Owners, and Potential Buyers.
- 9. Realtor.com Enhanced Listings.** I pay for my listings to be promoted and showcased on Realtor.com.
- 10. Lock Box.** We will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home.

*Karl Miller*

*"Residential Real Estate Specialist"*

### Remax 1st Olympic

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**"Adding Value"**