

MARKETING PLAN

Prepare CMA to establish fair and competitive Market value.

A: Study current listings, recently closed, and off market properties to establish the current market, and to find what buyers are willing to pay for this type of property at this time.



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- **Prepare and sign marketing agreement.**
 - A. Prepare and sign property disclosure forms.
 - B. Prepare and sign lead paint disclosure, if needed.

Send all listing information to MLS Board.

- A. Fill out MLS listing input form and input information into MLS database.

Place Company For Sale sign on Property.

- A. Will generate calls for this and other properties in this price range. Other signs will generate calls for your home.
- B. Our sign will advertise your property 24 hours a day.

**Nobody
in the World
Sells more
Real Estate
than **RE/MAX****

- **Place Lock Box on Property if needed.**

A. The easier a home is to show, the faster it will get sold.

B. We can control its use by requiring notice before showing.

C. Today's technology helps insure security.

Design and print all property information flyers, brochures, just listed flyers, ect.

A. Mail or hand deliver just listed flyers to all local Real Estate offices.



- **Notify Top Agents about this new listing.**

A. Direct mail or email listing information to top producing agents doing business in this area.

B. Direct mail or email to all agents with similar listings.

C. Phone agents that I have worked with in the past, and tell them about this listing.

Schedule Property Tour for Office and other Agents.

A. Have 2-2 1/2 hour open house for Real Estate agents on tour days. (Tue or Thurs)

B. Lets other agents preview property so they are informed about condition and fea



- **Mail Just Listed Post Cards to Neighborhood.**

A. Neighbors might have friend or relative looking to move into neighborhood.

Call all potential Buyers in Office database.

A. Someone in our office might be working with a buyer looking for this type of property.

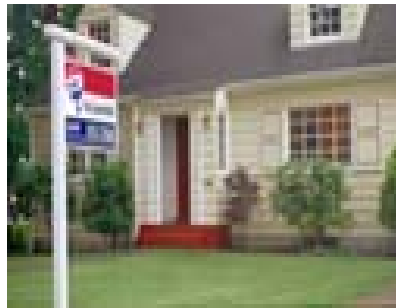


- **Design and Print Ads for local Advertising.**

A. Study local market to determine where the buyers will be coming from, and place ads to reach that market.

Arrange to take Photos for the Visual Tour.

A. Visual tour is taken of home and placed on the Internet. Buyers can view tour of home 24 hours a day, every day, until the home is sold



Internet Marketing

A. I will make sure that listing is placed on major Internet sites.

B. Number of Buyers looking for homes on the internet is increasing all the time.

C. Home will be featured on Remax.com, Remaxni.com, and on my personal web sites.



Maintain Contact and Communicate with Seller at all Times.

A. I will call seller on a regular schedule to report progress.

B. I will return all calls promptly

C. I will review all marketing activities with the seller on a regular basis.

D. Seller will always talk directly to me, not to an assistant.



- **Arrange Showings for other Agents.**

- A. Coordinate showings with seller and other agents.
- B. Follow up with other agents to get their buyers reaction.
- C. Try to determine buyers pre-qualification.

Promptly present and discuss all offers with the seller.

- A. Negotiate the offer with buyers and sellers, looking out for the sellers best interests.

Finalize the Closing.

- A. Fax all documents to the sellers attorney.
- B. Obtain all buyers information, Attorney, Lender, Buyers Agent, Ect.



- **Monitor the Loan Process.**

A. Follow up on the loan application process.

B. Make sure loan approval is completed by due date.

Handle Home Inspection. (if being done)

A. Arrange to meet home inspector to allow access to home, be present during inspection, and make sure home is secured when finished.

B. Negotiate Home inspection areas of concern.



- **Meet the Appraiser from Buyers Lender.**

A. Arrange time, date, and access to home.

B. Supply comps/solds when asked.

Arrange for buyers final walk-thru.

A. Arrange time and date with buyers agent. Meet them and allow access to home.



The Closing.

Keep Track of the Closing

- A. Supply Seller with date, time, and location.
- B. Supply Seller with Commission distribution information.
- C. Make sure buyer receives interest check if earnest money is held in interest bearing account.

Attend Closing to make sure all is done properly.

- A. Handle all details and obligations to insure a timely closing.

Be Available to the Seller after closing for any details that need attention.



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