



# MARKETING YOUR HOME

*"I am committed to getting the best price in the shortest period of time.*

*This Pre-Listing Package has been prepared just for you, to show our exclusive services.*

*I am dedicated to your complete satisfaction and look forward to an opportunity to service your family and get your home SOLD!"*

Ready to Get the Most from Your Home Selling Experience?

Helping families like yours do just that is not only my profession, but my passion. That's why I've prepared this brief presentation to share with you the most important components for getting your home sold in the shortest period of time, for the best possible return and the fewest headaches!

**Within this booklet you will find a great deal of information designed to:**

- **Introduce myself**
- **Familiarize you with a robust, powerful and most of all RESULTS producing marketing plan-designed to get you the most from your investment with the least amount of headaches**
- **Share with you insight into the buying and selling process**
- **Give you the necessary decision making tools for selling your home**
- **Prepare you for the selling process**

As a professional REALTOR®, I make it my business to stay current on all the changes in today's ever shifting market. Knowing your neighborhood, our community at large as well as the nationwide conditions that affect us all provides me with a unique insight into what it takes to sell your home. It is an overall team effort to ensure you have the best possible selling experience.

Should you have any questions at all, or wish to consider a no-obligation market analysis of your home, which will give you the best tools, information and insight that you need to make the best decisions for your family, please feel free to call me.

Thank you again for the opportunity to share with you our exclusive Pre-Listing Package service. Take care, and I'll speak with you soon.

# MUTUAL OBJECTIVES

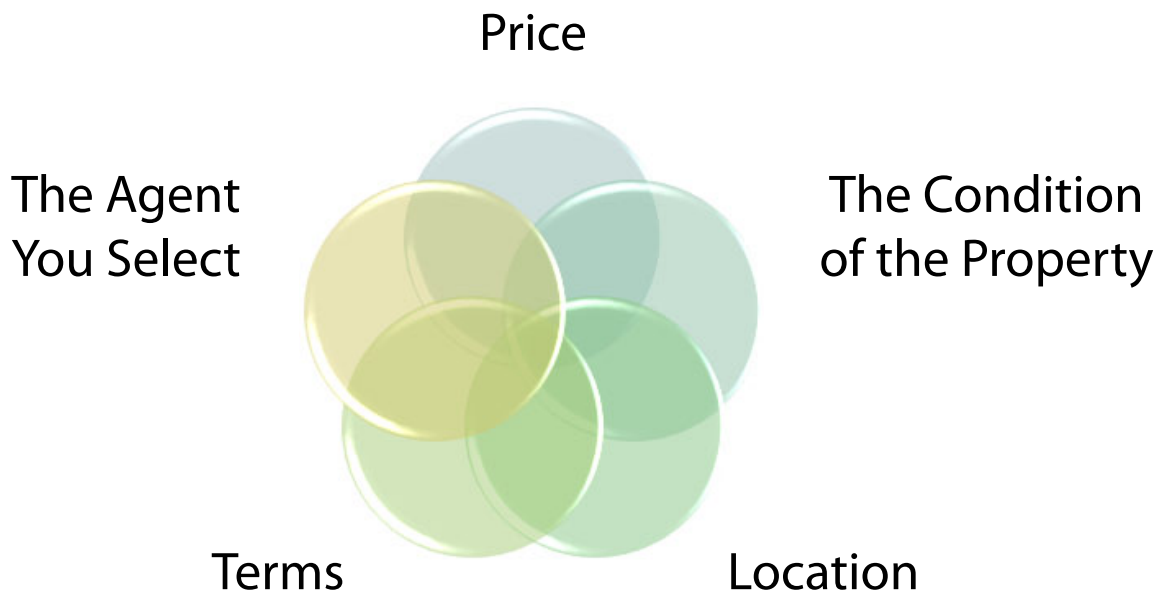
We have mutual objectives when it comes to selling your home. By working together as a team and utilizing cooperation and communication we can and will accomplish the following goals:

- **Securing the highest possible price**
- **In the shortest period of time**
- **With the most favorable terms**

The largest investment most people have is their home. With an experienced agent on your side, you can be secure in the knowledge that your best interests are always protected.

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## FIVE MARKETING FACTORS THAT CAUSE PROPERTIES TO SELL...



**YOU CONTROL FOUR OF THESE!**

# MY STRATEGY INCLUDES PERSONAL SERVICE AND INDIVIDUAL CARE - YOU CAN COUNT ON ME

## **I Will Handle All The Detail Work.**

Insuring that each and every detail is taken care of is part of our signature service. I will oversee all mechanical and termite inspections, all the title work, earnest money, appraisals and mortgage work. I will keep you informed of the details every step of the way, so there are no surprises.

## **I Will Stay in Touch With You.**

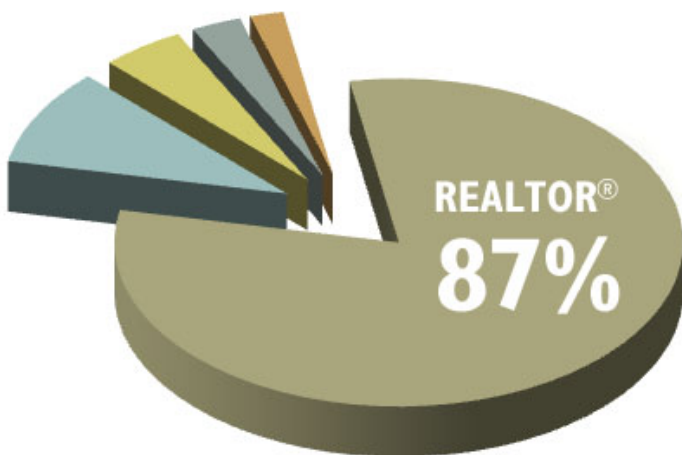
I understand your need to know. You will always have up-to-date information regarding the sale of your home because of our unique care system. Either my Client Care Coordinator or myself will update you weekly as well as provide a security check on your property. We will also send you a written report upon request with all the marketing activity details.

## **I Will Help You Maintain Your Property.**

I can provide you with the names of competent contractors, especially if your house is vacant or you are out of town.

## **I Will Show You Consideration.**

As a homeowner, I recognize that you have a busy life. I know, then how difficult it can be to have a home "show ready" at all times. That is why I will remain in close contact with our clients so that I might make this process as convenient as possible.



**DID YOU KNOW?**  
87% of Home Buyers Found Their Home with the Help of a Professional Real Estate Agent.\*

\*2009 National Association of REALTORS® Profile of Home Buyers & Sellers

# WHY USE A PROFESSIONAL?

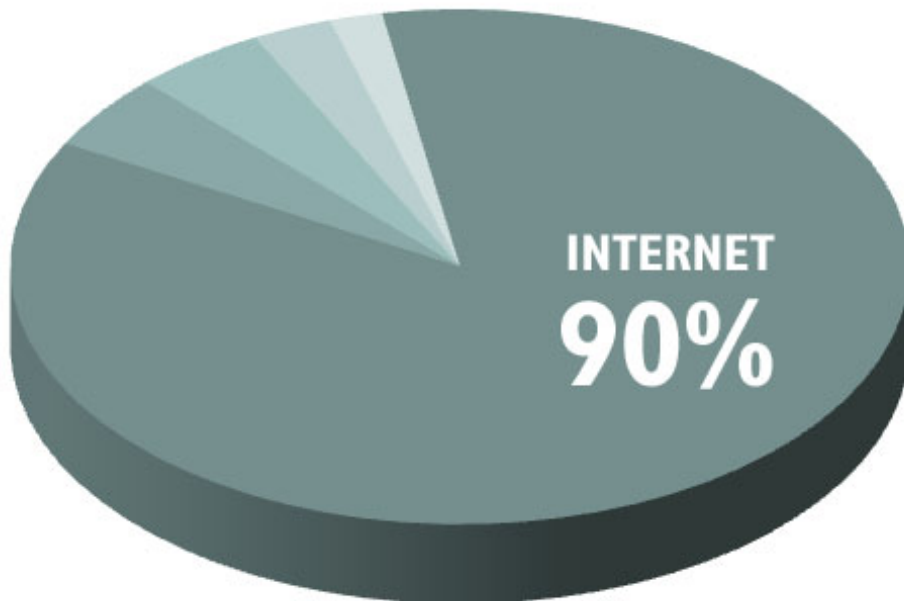
Getting the most from your investment in today's market requires much more than putting a sign in the yard and an ad in the paper.

It takes a solid strategic plan, the right pricing and the ability to get your home information in front of the right potential buyers faster, more effectively and more efficiently.

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## HOW?

I start where the buyer starts... The Internet. 90% of Buyers Start Their Search for a New Home Online\*.



\*2009 National Association of REALTORS® Profile of Home Buyers & Sellers

# PROMOTING YOUR HOME

## I Don't Leave Anything to Chance!

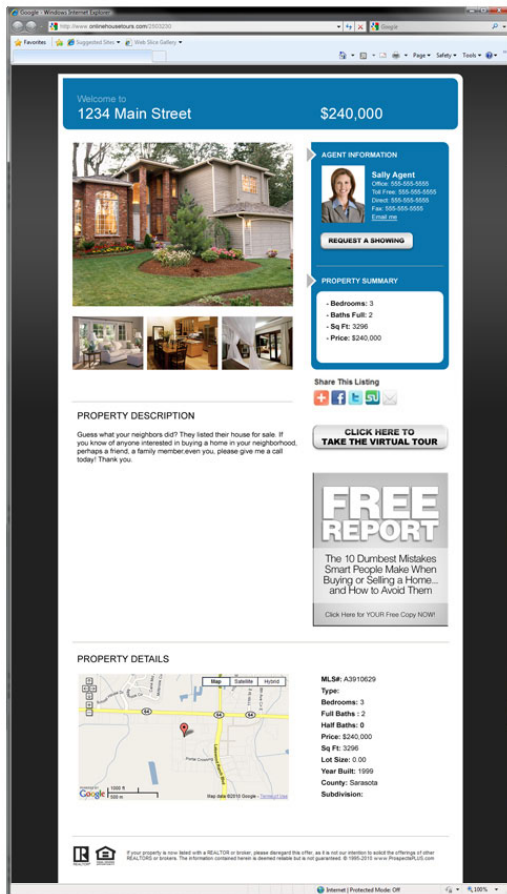
When it comes to marketing your home properly, timing and strategy are crucial. That's why I use a comprehensive SEVEN step strategic plan to ensure that your home gets the best possible chance at fast, reliable results!

**STEP ONE:** I put your home in the Multiple Listing Service (MLS) – This allows your property information to reach every area real estate agent and more importantly, their buying clients.

**STEP TWO:** Once your property is entered into the MLS, our office then authorizes its syndication to literally hundreds of the most popularly searched consumer sites immediately, dramatically increasing your listing exposure, and turn, RESULTS.



# PROMOTING YOUR HOME



**STEP THREE:** Since we already know the biggest percentage of buying prospects start their search online...I go one step further in the process and actually create a single property website specifically for YOUR property!

With multiple full-color photographs (just what buyers are looking for!), a full property description complete with all the fine-point details of your home, PLUS a valuable direct response offer and even social-media sharing capabilities, your listing site races to the top of GOOGLE search engines in no time – giving us even MORE of an opportunity to capture the attention of just the right buyer for your home!



**STEP FOUR:** I reach out to your neighbors, surrounding homeowners and renters.

Why? According to National Association of REALTORS®...a whopping 44% of buyers said neighbors and friends were a valuable source of information about homes for sale.



That's why I send powerful, TARGETED, top quality, MULTI-CHANNEL Direct Response Postcards to area neighbors and consumers with the highest propensity to purchase your home using time tested best practices, up-to-the market statistical data, and RESULTS-producing data mining tools.

# PROMOTING YOUR HOME

## 1234 Main Street



### \$240,000

**Style:** Single Family Home  
**Bedrooms:** 3  
**Baths Full:** 2  
**Sq Ft:** 3296  
**Year Built:** 1959  
**MLS#:** A3010029  
**County:** Sarasota County  
**Subdivision:** BELLEVUE TERRACE  
**Lot Size:** Up to 10889 Sq. Ft.

**PROPERTY DESCRIPTION**

Short Sale: This 2 bedroom/2-bath is a MUST SEE! It features a large open space that combines the living and dining room. It's close to schools and recreational areas. Request a showing today!

OnlineHouseTours.com

See more photos and get ALL the details about this property today! Take the FREE, online house tour NOW.

TOUR #  
**2503230**



**Sally Agent**  
 REALTOR  
 Company Name Here  
 Office: 555-555-5555  
 Cell: 555-555-5555  
 EmailMe@EmailAddress.com  
 www.MyWebsite.com

YOUR LOGO



See it on your phone!

To view details about this property on your mobile device, please visit [www.ignia.com](http://www.ignia.com) using your cell phone's browser, and follow the simple, step-by-step instructions.

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**STEP FIVE:** I don't stop with direct mail!

The minute a For Sale sign goes up on a property the buzz starts, but very often it's lost when potential buyers can't easily get their curiosity satisfied!

That's where an InfoBox can act as one of a seller's very best friends! I fill it with these interest piquing, CALL GENERATING Direct Response InfoBox Flyers!

I've found they are one of the fastest, most effective ways of "spreading the word" about your listing to neighbors, neighborhood traffic and buyers in search of the perfect home – helping us once again reach out to that buying 44% we tackled in step four.

To help those potential buyers learn even more, see more pictures and satisfy that curiosity, I add a QR Code to every postcard and flyer which can INSTANTLY take buyers to your single property website with a smartphone and a push of a button!

## Find Out How Much Your House Is Worth In Today's Market.

If you're going to sell your house in the next 6-12 months, what you do right now to prepare for the sale could make a difference of thousands of dollars.

The first thing you'll need to know is how much your house is worth compared to other homes in today's market. It's easy to find out.

Now you can get a FREE list of homes for sale and sold in your neighborhood in the last 12 months - so you have a good idea of what homes like yours are selling for in your neighborhood.

**PLUS:** Get a Free Report: *How To Make Your House Show Like a Model* and learn which improvements will give you the best return on your investment as you prepare your house for sale.

To get the most current Neighborhood Activity Report for your area just call today and we'll send it out right away.

555-555-5555





Get a FREE List of Every Home For Sale in Any Price Range!

Now you can get an up-to-the-minute list of all the homes for sale right now - in any neighborhood - in any price range.

It's easy - just complete the information on this form and fax it to 555-555-5555 - or even easier, just send the info by email to [MyEmail@MyEmailAddress.com](mailto:MyEmail@MyEmailAddress.com) with "Free List" in the subject line...and we'll email your list.

YES! I'd like the most current list of all the homes for sale right now...please send me more information on:

<input type="checkbox"/> Condominiums	<input type="checkbox"/> Investment Property
<input type="checkbox"/> Townhomes	<input type="checkbox"/> New Construction
<input type="checkbox"/> Single Family Homes	<input type="checkbox"/> Luxury Homes
<input type="checkbox"/> Other	

I am most interested in properties in the price range of: \_\_\_\_\_ - \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

# PROMOTING YOUR HOME



## What is a QR Code?

Your QR Code is a direct link to the internet that will allow potential buyers to immediately access additional information about your listing by taking them – via their smart phone or mobile device equipped with a QR Code Reader – to your online single property flyer!

You'll find these handy, helpful and even FUN codes now in magazines,

on signs, buses, business cards, movie posters or just about any object that users might need more information about!

They also give us the ability to track who's visiting your site so I can follow up and gauge their interest!

It's just one more way I'm staying one step ahead of the competition to get YOUR PROPERTY sold quicker and for more.

**STEP SIX:** A Craigslist Ad. We've seen a huge increase in home buying searches on this interactive, consumer-friendly internet site.

That's why I also make sure your property is represented by placing the ad on your behalf!

Your ad links again, directly to your single property website and can even be seen on smart phone and mobile device browsers. One MORE way I make sure your property gets the exposure it needs to get the results you're looking for!



# PROMOTING YOUR HOME



**STEP SEVEN:** We can't leave YOU out!

I'll provide you with something we call Lead Generating Business Cards.

Historically, when a homeowner decides to put their house on the market, they are inundated by friends, family and neighbors for more information about the listing.

These handy little cards make it easy for you to share your listing information within your sphere, which then furthers our reach for more potential buyers!

I invite you to call me today to learn more about these powerful seven steps to home selling success!

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## MAKING YOUR CHOICE

Choosing the right professional to represent your family's rights and best interests while getting the most from your investment is no small thing.

I understand that and would appreciate the opportunity to share all of the enclosed marketing tools as well as the full scope of our complete comprehensive marketing plan with you one-on-one.

That way, you can be sure to get all of your questions answered, experience the marketing pieces first hand and in the end have all the information you need to make the right decision for you and your family.

You have my pledge to get your home sold for the best possible price and terms, in the shortest possible time with the least amount of headaches!

**No stress – Just Success!**  
**Call me today to learn more!**