

Initial Marketing Plan

Prep Week:

- Schedule a professional photographer to capture high-quality images that beautifully showcase your property's best features without looking fake.
- Schedule drone video if appropriate.
- Input the listing details into the Multiple Listing Service (MLS) for widespread exposure and accessibility.
- Set up a programmed lockbox to gather realtor data efficiently and securely.
- Provide sellers with a comprehensive overview of showing tips and strategies.

Week One:

- Place a "For Sale" sign on the property and place informative fliers to provide interested parties with essential details.
- Generate a distinct property blog on our website, offering a fresh narrative that diverges from the MLS listing. This approach will effectively broaden the scope of potential audiences reached.
- Distribute the MLS listing across platforms such as Zillow, Trulia, Realtor.com, and various other compatible IDX websites for maximum exposure.
- Host an open house to engage potential buyers on a personal level, allowing them to experience your home's unique features and envision their future within its walls.

Week Two:

- Conduct agent-to-agent marketing.
- Analyze feedback from both agents and buyers and make necessary adjustments accordingly.
- Regularly communicate and provide detailed updates to keep clients informed about the progress and any recent developments regarding their property.

Ongoing:

- Continue to schedule and coordinate property showings.
- **Aggressively** follow up on internet leads to ensure no opportunity goes unnoticed.
- Organize additional open houses on a rotating basis as per the client's preferences.
- Deliver a comprehensive monthly status report to the client.
- Regularly discuss market statistics with sellers to stay informed about changing conditions.

While our plan may not be overly complex but we want you, the seller, to be fully aware of the process we undertake to sell your home. Unlike some agents who take a haphazard approach by sticking a sign in the yard, slapping on a lockbox, and tossing minimal details into the MLS, we're committed to a more strategic approach. We know that a true plan goes beyond these basics, and we're dedicated to proving just that. We don't just want the listing, we want to sell your home!

Remember, if you are not happy with our work you can terminate our contract with 24 hour notice by sending an email to glenn@RocketCityHomes.com or jodi@RocketCityHomes.com. Barring any unforeseen circumstance, we will remove your listing from the MLS, remove signage, lockbox, and return your key.