

ALLIED, Inc. REALTORS

# How I Will Sell your House!

## A 45-Step Home Marketing Plan.

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Selling your Oklahoma City area home takes a lot more than adding it to the MLS listings and putting a sign in the front yard. There are **nine critical areas** that must be addressed to ensure that you get the best result **when** selling your home for top dollar. If you're ready to sell, contact me today to take advantage of the 45 things that I do for my listing clients to save them time and trouble - **and** to ensure that their homes sell as quickly as possible at top value!

### COMMUNICATING

1. **Provide an estimate of net sales proceeds.**
2. **Complete Market Analysis** - Prepare a Complete Market Analysis, which includes not only closed sales and active listings, but also expired listings to aid in determining the best price.
3. **Education** - Keep you educated and up-to-date on listing and selling market conditions in your area.
4. **Keeping You Informed** - Provide updates on all activity regarding your home: agent showings, open house attendance, agent tours, sign inquiries, etc.
5. **Providing Buyer Feedback** - While this is not technically marketing it is a valuable tool to use to help make your home *more* marketable. Most agents will leave their business card on a kitchen counter or table after a showing to offer buyer feedback to us. I will then gather all cards at least once each week. After calling each buyers agent, they may provide suggestions to help improve your homes appearance. Discerning buyers will likely disclose their likes and dislikes about your home. These details are infinitely important to the sale of your house.
6. **Marketing Activity Reports** - Keep you informed of activities and materials being used to market your home with activity reports, copies of advertisements, flyers and promotional materials.
7. **Monitor the Market** - Carefully monitor the market for homes similar to yours and every 2 weeks, provide an updated analysis of new similar listings and those similar properties that have sold to ensure your home remains competitively positioned.
8. **Be available for you at all times** - Be available to discuss any questions you may have. Whenever I am out of town, I will arrange for a seasoned colleague to be available to assist you in my place.

### PREPARING YOUR HOME FOR SALE

9. **Inspect Property, Make Suggestions, & Develop Marketing Strategy**  
Inspect your property carefully, gathering the necessary information to determine market value, suggest needed repairs and develop a marketing strategy specifically with your goals and home in mind.
10. **Home Preparation** - Suggest constructive changes to your home to make it more appealing, and a sale more likely, to interested buyers.
11. **Recommend Professional Service Providers** - Offer recommendations for reliable professional service providers for any needed repairs, touch up painting or cosmetic enhancements.
12. **Home Staging** - Present you with professional advice on presenting your home to show exceptionally well, and sell for the highest possible value.
13. **Professionally Photograph Your Home** - Professionally photograph your home from the most flattering views to enhance brochures and Internet presence.

### PROMOTING YOUR HOME TO REAL ESTATE AGENTS

14. **MLS Exposure** - Submit your home listing for exposure to over 4,000 active agents in the Oklahoma Metropolitan Association of Realtors (OKMAR) Multiple Listing Service system.
15. **Agent Tours** - Place your home on the tour schedule for examination by agents specifically interested in property in your area with motivated buyers.
16. **Personal Promotion to Agents** - Create a custom publicity flyer about your home for personal distribution to each active agent in the community.
17. **Exposure to the Real Estate Board** - Promote your home by distributing flyers, brochures, and making personal announcements at real estate board meetings.

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### PROMOTING YOUR HOME ON THE INTERNET

18. **Internet Exposure on Google** - Generate no less than 1000 page viewings per month on my website through Google search engine called "Ad Words" featuring your property.
19. **Internet Exposure on Yahoo** - Generate at least 1000 website page views through the search engine Yahoo, using the sponsored search program each month.
20. **Virtual Home Tour** - Prepare a professional virtual home tour and selling feature presentation for your home so that buyers can experience the uniqueness of your home 24 hours a day. We will have quality material with which to market your home. (Additional charges may apply)
21. **Exposure on Realtor.com** - The National Association of Realtors web page: [www.realtor.com](http://www.realtor.com) is by far the largest single source of housing inventory in the nation leveraging the distribution power of the Internet's most popular real estate Web sites such as AOL, MSN, Netscape, Moving.com and over fifty additional real estate sites. Utilize the Featured Agent upgrade on **Realtor.com**, the - #1 Realtor website in America with over 183,000 visitors per month!
22. **Exposure on Zillow & Trulia** - Listings on two of the most popular Real Estate sites as well as many other **search engines** for the communities of Oklahoma City, Edmond, Norman, Yukon, Mid-Del and other surrounding communities.
23. **Promote your home on my Website at www.**
24. **Craig's List** - List your home on the popular search engine once a week.
25. **Opt-In Email** – Market your home to potential buyers who are actively looking for a home.

### PROMOTING YOUR HOME IN YOUR LOCAL AREA

26. **Neighborhood Promotion** - Send a personalized letter to residents in your neighborhood promoting the features and lifestyle benefits of your home.
27. **Toll-Free Telephone Promotion** - Include your property in the PROQUEST 800# Marketing Program so that prospective buyers can listen 24 hours a day about the virtues of your home.
28. **Target Market Promotion** - Promote your home in the proprietary "Service For Life" Newsletter that is mailed monthly to more than 500 high quality prospects in your market area.

### ADVERTISING YOUR HOME

29. **Print Advertising** - To promote your home as part of a full color ad in the **Real Estate Book**. This publication has countrywide circulation with millions readers, and, it is available online.
30. **Local Advertising** - Advertise your home in targeted local print media if the particular appeal of your home would benefit from this advertising. Advertise your property in 2 local community newspapers with targeted circulation of over 125,000 and place ads in major classifieds as needed.
31. **Custom Home Descriptions** - Create a custom flyer of features and lifestyle benefits of your home for use by cooperating agents showing your home.

### SHOWING YOUR HOME

32. **Custom Listing Book** - 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.
33. **Easy Access for Showings** - Enhance convenience of buyer viewing by placing home on an MLS keybox.
34. **Open House Promotions** - Promote your home to the public through Open Houses, at your convenience.
35. **Professional Signs** - Maximize showing exposure through professional signage.

### MANAGING HOME BUYER "LEADS"

36. **Pre-qualify potential buyers** - Ensure that any offers from buyers are pre-qualified and capable of closing on the purchase.
37. **Tracking Interest** - Track all home showing agents and public using special sign-in sheets.
38. **Potential Buyer Motivation** - Follow-up on all agents who have shown your home to answer questions, and further motivate buyer interest.
39. **Manage Online Buyer Feedback** - If utilized, manage the online buyer feedback feature using email.

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### MANAGING THE TRANSACTION

40. **Present Offers** - Present and discuss all written offers as presented in a timely fashion.
41. **Negotiations** - Represent you in contract negotiations with buyers to help generate the highest selling price for the home.
42. **Assist with Inspections** - Ensure that inspections are completed in a timely manner, inform you of the results, and coordinate and treatments, repairs and replacements (TRR) that may be required.
43. **Provide Fiduciary Responsibility** - Ensure that all contracts are complete and in order with all required elements completed with signatures, disclosures, disclaimers, financing documents and initials are in place.
44. **Managing the Closing** - Coordinate escrow, financing, and closing activities with the Title Company on your behalf to ensure a smooth, hassle-free closing.
45. **Managing The Bottom Line** - Personally deliver your proceeds check at closing of your home!