



THE LISTING PLAN OF ACTION

My Objectives Are the Following:

1. To get as many qualified buyers as possible into your home until it is sold.
2. To communicate the results of our activities each week.
3. To assist you in negotiating the highest dollar value for the sale of your home.

The Following Are the Steps I Take to Get a Home Sold...the "Impact Marketing Approach":

1. Submit your home to Baird & Warner's Exclusive Preview Marketing System.
2. Submit your home to our Multiple Listing Service.
3. Price your home competitively to open the market vs. narrowing the market.
It used to be LOCATION, LOCATION, LOCATION. Now it 's PRICE, PRICE, PRICE.
4. Promote your home at our Baird & Warner sales meetings.
5. Develop a list of features of your home for the Brokers to use with their potential buyers.
6. E-blast a feature sheet to all agents in the marketplace that have sold a property in your area in the last twelve months.
7. Conduct professional showings to pre-screen the buyers and point out the many opportunities of the home.
8. Walk through your home and suggest any changes you may want to make in your property to make your home more saleable.
9. Prospect 3 hours per day and talk to at least 40 prospects per day looking for potential buyers. During this time I will be targeting agents who have sold in your price range and also surrounding homeowners who may qualify or know someone who may want to move into the neighborhood.
10. Contact over the next seven days...my buyer leads, center of influence and past clients for their referrals and prospective buyers.
11. Add additional exposure through a professional sign and lock- box to help facilitate showings.
12. Provide the latest technology to market your home including our TEXT solution to capture buyers contact information as they are in front of your home.
13. Photograph your home inside and out using a professional photographer that will provide still pictures and a virtual tour. Both will be incorporated into our Internet marketing plan.
14. Create four page, full color glossy brochures for distribution.
15. Within 2 days of listing, mail out Just Listed Flyers to direct neighbors.
16. Provide you with a listing report twice a month, which will review showing feedback, internet activity, and current market activity of similar properties.
17. Syndicate your home via hundreds of real estate websites to give it maximum exposure.
18. Advertise your home on my business Facebook page.