

# *Getting your home sold...*

## YOUR 25 POINT MARKETING PLAN

**OUR COMMITMENT IS** to offer the highest standard of professional service to all of our clients that make certain your property is marketed to its fullest potential in order to obtain the highest price in the shortest timeframe.

For this we've developed a comprehensive Listing Plan of Action:

1. **Comparative Market Analysis** We will work with you to develop an appropriate listing price designed to attract the best offers, in the shortest period, with the least inconvenience to you. We will achieve this objective by considering direct competition in the market, your own immediate plans and needs, buyer versus seller markets, and pricing practices in the marketplace.
2. **Complete Home Analysis with Photos** Assess your home; recommend steps to improve the salability of your home. These recommendations may include home staging, repairs, de-cluttering and cleaning, a home appraisal by a licensed appraiser and an advanced home inspection by a licensed home inspector. These recommendations are made to your benefit offering great leveraging tools to be used in negotiations.
3. **MLS Advertising** Immediately, we will list your home in the multiple listing service (MLS) with a professionally written description and multiple high-end photographs that provide a visual tour of your home highlighting its features, views and amenities.
4. **Patrick Parker Realty Featured Properties** Our new website has been strategically designed to draw optimum traffic. Your listing will be added immediately to PatrickParkerRealty.com's Featured Properties.
5. **Explain Marketing Customs & Selling Practices** There is much for us to review and we want you to be knowledgeable and comfortable during the marketing period. We will discuss everything ranging from when the sign is posted, to the appointment procedure, to the MLS tour, to the presentation of a sales contract to you.
6. **Provide a Written Estimate of Seller's Equity** We will identify all of the usual charges and expenses which you can expect to incur during the selling process.
7. **In-House Promotion** Your home and listing activity will be discussed at each weekly Patrick Parker Realty sales meeting. Every Agent in our office will be equipped with a features sheet to share with their potential buyers.
8. **Broker Promotion** The major selling points of your home will be distributed to other real estate firms throughout the community. Photos of your home with a downloadable "Features Sheet" will be emailed to the Top 100 Agents in your market for them to share with their potential buyers. Follow-up with top Agents is easy through our professional network, relationships and strong Community affiliations.
9. **Matching Buyers to Your Home** Given 87% of home buyers find their next home through a real estate agent, having the knowledge to rapidly qualify buyers is essential. Our Agents are highly skilled at quickly qualifying the hot buyer. We separate buyer lead types allowing us to match the most qualified buyer to your home. This technique means you'll spend less time on market and draw the best offers.
10. **Direct Mail, Networking & Referrals** We will use our advanced computer system to identify people who have been looking for homes in your neighborhood. We will mail "Just Listed" flyers/postcards to neighbors providing details and special features of your home. We will also personally contact all buyer leads who are a match to your property and past clients for referrals and prospective buyers.



11. **Patrick Parker Realty Lawn Sign** As your local market leader the Patrick Parker Realty “FOR SALE” sign advertises your property 24 hours a day and serves as an instant notification to all that the sale of your home is in professional hands.
12. **Brokers Open House** We will invite cooperating Brokers in your area to tour your home by having a Brokers Open House.
13. **Open Houses** Engage the Community and interested buyers with one or more open houses.
14. **Schedule Showings & Provide Buyer Agent Feedback Reports** Schedule home showings for interested buyers and their agents. Each buyer’s agent will be called or emailed for feedback after your house is shown. You will always be informed of buyer agent feedback on their observations on your property
15. **Full-color Buyer Packet** We will create a Full Color Buyer Packet for your home for buyers to take with them after their home showing.
16. **Print Advertising** Advertise your home in targeted local print media such as the Real Estate Book and Homes & Land. We pay particular attention to matching the appeal of your home to readership to attract the most qualified buyers.
17. **Online Advertising** We will advertise your home on the Internet through Realtor.com and their expansive database of partners including Move.com, MSN, The Wall Street Journal and more. Your listing will also appear on HomesAndLand.com and their network of over 25 affiliates such as highly trafficked sites Trulia, Zillow, Google, Yahoo, The New York Times and more.
18. **Dedicated Marketing Plan** Most Realtors offer an MLS listing, print ads and some online presence, but only Patrick Parker Realty houses a first-class marketing department that will devise a strategy to highlight your home in all of our social media, email marketing and direct marketing campaigns.
19. **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 which have sold to ensure your home remains competitively positioned.
20. **Negotiate** Represent you in all office presentations and apply negotiating skills and market knowledge to negotiate the highest possible price and terms for you.
21. **Pre-Approved Mortgages & Financial Guidance** Through our network of mortgage brokers, we offer pre-approved mortgages which encourage buyers by letting them know the mortgage potential in advance.
22. **Processing the Transaction** We will promptly prepare, process, retain and/or distribute any required documents to appropriate parties. We will continue our promise toward a smooth closing by tracking all details of the transaction to ensure that the closing is as smooth as possible.
23. **Ensure Timely Satisfaction of all Contract Contingencies and Report any Deviations** We maintain a calendar of pertinent activities which we review regularly to monitor contract compliance. We will advise you as to the status of these events.
24. **Liaise with your Attorneys and Other Professionals** Upon your instruction, we will dutifully communicate and work with your representatives, lawyers, accountants, and other professionals who work for you.
25. **Sold!** We will deliver your check at closing. And we’ll be there for any questions you may have post-sale.

**WE ARE YOUR TURN-KEY SERVICE PROVIDER...  
THERE FOR YOU EVERY STEP OF THE WAY!**

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