

MY PERSONAL MARKETING PLAN FOR YOUR HOME

Ellen Biesecker, ERA Preferred Properties
www.EllenB.com

- ✓ Prepare a Market Analysis to establish fair market value
- ✓ Share and discuss with you the price at which we will market your home
- ✓ Prepare and sign all appropriate papers, including the necessary disclosures
- ✓ Submit the listing information to the Multiple Listing Service immediately so all sales agents know your home is on the market. Multiple photos will be included for maximum exposure.
- ✓ Install the "For Sale" sign on your property
- ✓ Order the installation of ERA's familiar tall Arm sign - an eye catcher for anyone driving by your property
- ✓ Place a key Lockbox on the door to allow easy access for sales agents. (Of course, we will always call to arrange an appointment prior to showing.)
- ✓ Immediately place your property and multiple photos on my personal website www.EllenB.com. This also shows your property on Yahoo.com, zillow.com, etc.
- ✓ Phone any prospective Buyers with details of your property
- ✓ Personally mail "Just Listed" flyers featuring your property to the surrounding neighborhood. This is an excellent resource for possible Buyer
- ✓ Surveys indicate that Buyers want to see multiple photos. I will create a Visual Tour of your home, which will be available on numerous internet sites where your home is posted. I am pleased to offer this exciting feature to my clients.
- ✓ Advertise your property (with multiple photos) on the following websites:
 - www.realtor.com
 - www.era.com
 - www.homespreferred.com
 - www.homesandland.com
 - www.trulia.com
 - craigslist.com
 - visualltour.com
 - zillow.com
- ✓ Advertise your home on its own personal website using your street address.

- ✓ Install a rider on your real estate "For Sale" sign with your website address.
- ✓ Advertise your home in the following publications:
 - our local paper, The Evening Sun
 - the monthly "Homes & Land" (circulation of approx. 10,000 copies)
- ✓ Arrange for all showings (we will call and confirm prior to all appointments)
- ✓ Personally follow-up all showings within 1-2 days. I appreciate your curiosity after your home has been shown and will keep you well informed.
- ✓ Pre-qualify all prospective Buyers
- ✓ Contact you regularly with progress reports and review marketing activity
- ✓ Present and discuss all offers on your property
- ✓ Use my 39 years of experience to skillfully negotiate and finalize the contract
- ✓ Confirm that all contingencies and any inspections are completed in a timely fashion
- ✓ Install the "SOLD" sign - my favorite activity!
- ✓ Finalize the closing by ordering the new deed and arranging the settlement time/place
- ✓ Provide you with a list of local utilities to assist you in ordering the final readouts

