



THE MARKETING PLAN

Courtesy of Mark Anderson, Park 52, Inc. (253) 381-3423

- ❑ **Review & Oversee of the Competition, Estimate Net Proceeds from Sale**
- ❑ **Marketing: Begins with Input in the Multiple Listing Service, including the Internet**
- ❑ **Professional Sign Installation**
- ❑ **Install an Electronic Key Box on your Property for Agent Access and Buyer Showings**
- ❑ **Photographs Processed, Flyer Box Installation & Flyer Distribution; Ad Copy Circulation –Marketing Remarks**
- ❑ **Property Disclosure Forms, Taxes Verified, Title Ordered, Mortgage Balances Confirmed, Utility Information Recorded (Septic, Oil Tank, etc.)**
- ❑ **If Applicable: Provide Staging Coordinator – Preparing the House for Sale.**
- ❑ **“Just Listed” Notices To Surrounding Neighbors, Potential Prospects & Brokers – Follow-up Calls**
- ❑ **Sales Meeting - Presentation & Marketing Review, Supra Data Reports. Locator Data Reports**
- ❑ **Special Feature Cards, Home Book**
- ❑ **If Applicable, Office Tour of Property for Agent Exposure and Feedback.**
- ❑ **If Applicable (additional costs): Submit Relocation Forms, Bridge Loan Applications, Open House, Vacant Home Activities, Newspaper Ads, Property Tour**
- ❑ **Financing Promotion**



- ❑ **Target Market Mailing \ Notification**
- ❑ **7 to 14 Day Review - Competing Property Availability & Search for New Listings**
- ❑ **24 to 30 Day Update - CMA & Periodic Status Reports**
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- ❑ **Suggest & Advise as to Marketability**
- ❑ **Suggest and Advise to Price Reductions – change all appropriate marketing media.**
- ❑ **If Applicable: Coordinate Vacant Home Activities (water shut off, grass cutting, etc.).**
- ❑ **Contact Agents who have show the property to prospective to obtain feedback regarding price and condition.**
- ❑ **Upon Mutual Acceptance of an Offer to Purchase, Facilitate Closing Procedures:**
 - **Inspections/Conditions**
 - **Work orders (if any)**
 - **Loan Approval**
 - **Documents Ordered**
 - **Escrow**
 - **Signing**
 - **Review**
 - **Recording**
 - **Funding**
 - **Keys Transferred**