

REAL ESTATE ONE TEAM LISTING PLAN



ACTIONS



OBJECTIVES

- To assist in getting as many qualified buyers as possible into your home until it is sold.
- To communicate with you weekly the results of our activities and the market conditions.
- To assist you in negotiating with the buyers to assure that you receive the highest value



THE FOLLOWING ARE THE STEPS I TAKE TO GET THE HOME SOLD...THE "PRO-ACTIVE APPROACH"

1

PRICE YOUR HOME COMPETITIVELY...TO OPEN THE MARKET VS. NARROWING THE MARKET.



2

TO EXERCISE, EFFECTIVELY THE SYSTEMS AND SKILLS DEVELOPED IN THE PAST 15 YEARS TO HELP ME SELL YOUR HOME.



3

ADVISE YOU ON ANY CHANGES OR REPAIRS THAT MAY NEED TO BE MADE IN ORDER TO MAKE YOUR PROPERTY STAND OUT FROM COMPETITION.



4

SUBMIT YOUR HOME TO MULTIPLE LISTING SERVICES.



5

POST THE LISTINGS AND VIRTUAL OR SLIDE SHOW ON SEVERAL WEBSITES INCLUDING REALTOR.COM AND REALESTATEONE.COM



6

CONTACT REGULARLY, BUYER LEADS, SPHERE OF INFLUENCE AND PAST CLIENTS FOR THEIR REFERRALS WITH AN AGGRESSIVE SEARCH FOR PROSPECTIVE BUYERS.



7

MAKE THE BROKERS IN THE AREA KNOW ABOUT YOUR HOME



8

DEVELOP A FEATURE SHEET OF YOUR HOME TO ASSIST OTHER AGENTS IN MARKETING YOUR HOME TO POTENTIAL BUYERS.



9

EMAIL/MAIL/DELIVER THE FEATURE SHEET TO THE TOP 50 OR MORE AGENTS IN THE MARKET PLACE FOR THEIR POTENTIAL BUYERS.



10

WHENEVER POSSIBLE PREQUALIFY THE PROSPECTIVE BUYER.



11

PROSPECT AND TALK TO A MINIMUM OF 20 PEOPLE PER DAY LOOKING FOR POTENTIAL BUYERS.



12

FOLLOW UP ON THE AGENTS WHO HAVE SHOWN YOUR HOME FOR THEIR FEEDBACK.



13

CONTINUALLY UPDATE YOU AS TO ANY CHANGES IN THE MARKET PLACE.



14

KEEP YOU AWARE OF VARIOUS METHODS OF FINANCING THAT A BUYER MIGHT WANT TO USE.



16

HANDLE ALL THE FOLLOW-UP AFTER OFFER ACCEPTANCE, WITH MORTGAGE COMPANY, TITLE COMPANY AND STAY ON TOP OF ALL THE CLOSING PROCEDURES.



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