

MARKETING ACTION PLAN FOR SELLERS

PHASE ONE: First 5 Days

1. We'll visit your home, noting all your remodeling, upgrades & improvements.
2. We'll prepare an extensive market analysis to help you determine the best asking price.
3. Based upon your price, we'll prepare an estimate of your net proceeds.
4. We'll help you stage your home so it looks its best, and recommend any repairs or changes that will help you sell your home for the most amount of money in the least amount of time.
5. To insure the greatest number of buyers your home will be listed on the Multiple Listing Service (MLS).
6. Photos for the virtual tour will be taken.
7. Flyers will be made and placed in your home so that buyers will remember the best features of your home.
8. Photos and ad copy will be posted on our website, www.tempeagents.com.
9. Photos and ad copy will be posted on www.realtor.com, www.ubgrealestate.com, and uploaded to Google Maps, Zillow, Trulia, Home Finder, Front Door, Cyber Homes, Homes.com, HotPads, Oodle, Comcast, Military.com, Vast, AOL Real Estate, Realty Trac, and also linked to Fox Interactive Media, NY Post, NY Times Co., ABC, Washington Post, San Diego News Network, CLR Search, and US News & World Report for maximum Internet exposure.
10. "For Sale" sign will be ordered and installed in your yard..
11. The lock box will be installed.
12. We will schedule a "broker open house" by having MLS agents tour your home.
13. We will prepare a "Home Book", complete with plat map, MLS printout, copies of all disclosures, school information, etc. and place it in your home.

Our goal: The highest price in the quickest, most convenient time period for you

Agent

Seller

Date

PHASE TWO: Next 10 days

1. Local MLS agents will tour your home.
2. We will build your virtual tour and post it on the MLS, www.tempeagents.com, www.realtor.com, and www.ubgrealestate.com and upload it to Google Maps, Zillow, Trulia, Home Finder, Front Door, Cyber Homes, Homes.com, HotPads, Oodle, Comcast, Military.com, Vast, AOL Real Estate, Realty Trac, Google Base, HGTV Front Door Real Estate, Home Pages.com, Prudential Properties VOW, and Yahoo! Real Estate Classifieds and also linked to Fox Interactive Media, NY Post, NY Times Co., ABC, Washington Post, San Diego News Network, CLR Search, and US News & World Report for maximum Internet exposure.
3. We will continue to preview “the competition” – all similar properties in your area that are on the market – and we will discuss their strengths and weaknesses with you.
4. We will feature your home on our monthly e-newsletter which is sent to our database.
5. We will report all feedback from agents and buyers to you.

Our goal: The highest price in the quickest, most convenient time period for you.

Agent

Seller

Date

PHASE THREE: Next 21 Days Or Until Sold

- 1. If desired, Open Houses will be scheduled and advertised.**
- 2. We will update agents at the Tempe MLS meetings about your home and its features.**
- 3. All brokers who have previewed or shown the property will be called, and their feedback shared with you.**
- 4. We will continue to preview new listings in your area as they come on the market and share information with you.**
- 5. We will review any changes in the market and discuss the pros and cons and the costs of offering incentives, bonuses or allowances to buyers and/or buyer's agents**

PHASE FOUR: Next 30 Days Or Until Sold

- 1. We will update your market analysis, if necessary, and review all sales data with you.**
- 2. We will help you evaluate your current pricing strategy, based on buyer and agent feedback.**
- 3. We will update all agents who have shown your property with any price changes, incentives, etc.**
- 4. We will update all interested buyers with any changes in price or amenities.**
- 5. We will continue and refine all advertising.**
- 6. If desired, we will schedule additional Open Houses.**
- 7. We will continue to market your home until you have accepted an offer!**

Our goal: the highest price in the quickest, most convenient time period for you

Agent

Seller

Date

STEPS TO SALE & CLOSING

When you have received an offer

1. **Negotiate the offer(s) and any counteroffer(s) to get you the best price and terms.**
2. **Prepare a cost sheet for each offer received, and compare it to the original net proceeds estimates.**
3. **Continue to market the property until ALL contingencies are removed!**
4. **Contact the buyer's lender and confirm the loan information supplied with the purchase offer.**
5. **Contact the escrow company for a copy of the earnest money receipt and verify that escrow has been opened.**
6. **Turn in all sales paperwork to the MLS and United Brokers Group.**
7. **Notify you of the date and time of the buyer's home and termite inspections.**
8. **Contact the lender's appraiser and notify you of the date and time of the appraisal.**
9. **If permitted, we will meet the appraiser at your home, review all "comps" and marketing data, present the list of your home's upgrades, give the appraiser all pertinent documentation and answer his/her questions.**
10. **Review the home inspection results and the buyer's repair request with you and negotiate the repairs.**
11. **Review the preliminary title report.**
12. **Notify you of the date and time of walk-thru, and review when utilities should be turned off or switched over to the buyer.**
13. **Make all arrangements with the title company for documents to be signed by you.**
14. **Notify you as soon as the sale records. \$\$MONEY TIME\$\$**
15. **Arrange for the buyer or their agent to pick up keys and garage door openers.**

Our goal: the highest price in the quickest, most convenient time period for you.

Agent

Seller

Date