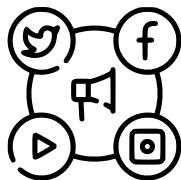
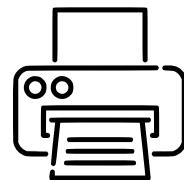


# PROVEN *Marketing* PLAN



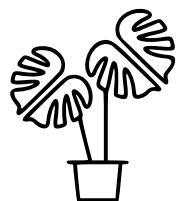
SOCIAL  
MEDIA



MAILERS



WEBSITE  
PRESENCE



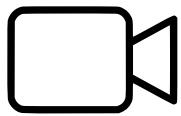
STAGING  
CLEANING  
TOUCH UPS



PROFESSIONAL  
PHOTOGRAPHY



OPEN  
HOUSES



360°  
VIRTUAL  
TOURS



LARGE  
NETWORK



ACTIVE  
PHONE WORK



## 4 FACTORS THAT AFFECT THE

# *saleability* OF YOUR HOME

### PRICE POINT

Pricing your home for the current market is important for maximum exposure, a timely sale, & the best offer. Overpricing initially can result in:

- Lower agent/buyer interest
- Reduced showings
- Less offers
- Waning interest (a home receives the most interest in the first 2 weeks of listing)

### MARKET CONDITIONS

The real estate market is always fluctuating, and as your agent I will be able to discuss the pros and cons of listing during varied market conditions. Is it a seller's market or a buyer's market? What is the average DOM? What price point is flooded, will your home have extra competition?

### PROPERTY CONDITION

The condition of your property will affect the selling price of your home and how quickly it will sell. Certain repairs or updates may make a big difference for buyers. This is why I try and address these concerns in our initial pre-listing appointment. Alternatively, sometimes projects you believe are necessary may not be.

### MARKET EXPOSURE

My focus will be on what we are able to control – market exposure and negotiating offers. We want to get the most qualified buyers into your home, in the least amount of time, and with minimal inconvenience. With my comprehensive marketing plan, your home will get noticed in any market. I will send you weekly updates to keep you involved with how our marketing efforts are being reached.