

MARKETING PLAN

Dear Sellers, Selling your home is one of the biggest decisions you will make, with regards to your personal net worth. I respect your position and offer you my guarantee of action. Listed below are my immediate and future marketing guarantees. These are standards of my performance ... not promises.

Ist Week ...

Enter the property in the multiple list system.

Install Lock Box for Realtor Access.

Take property photos.

Schedule Virtual Tour.

Review with you showing tips and home "staging".

Have a customized portfolio of features and benefits made for the property.

Place the Red, White & Blue Watson sign on the property, subject to restrictions.

Place an info tube with flyers in the yard for street traffic.

Personally deliver to the top 8 offices in the area flyers on your property.

Immediately schedule a television time slot for advertising.

Have a special financing program done with regard to showing prospective buyers how they can afford this property.

Advertise in the newspaper.

Have the property scheduled for all area caravans to be held within the next week.

Schedule an Open House to be held ASAP.

Place the MLS listing for your house on my website www.pontevedrahomes.net

Write and submit the Hotline ad.

Promote the property at the weekly sales meeting.

Design and mail Just Listed cards.

Call for feedback from agents showing your property.

Do target mailing to known individuals who are interested in owning property in your area.

Continued efforts within first 30 days ...

Maintain communication with you with the frequency you desire.

Call for feedback from agents showing your property.

Send you copies of advertising as it appears.

Review Market weekly.

After 30 days ...

Do a new CMA to evaluate and discuss any marketing adjustments needed.

Continue above efforts.