



## The Art of Selling

Sometimes a home just sells itself. But most of the time, you'll find that you must put a lot of hard work and effort into marketing and selling a home. At the heart of a successful home sale is a well-thought-out marketing plan.

For more, see our toolkit section on [developing a property marketing plan](#).

Following are some tips to develop an effective marketing plan for your listing.

- Write a brief property-marketing plan that includes specific objectives (for example, receive an offer on the home within 45 days at 90 percent of list price), and an advertising plan that covers how and how frequently you will promote the property (open houses every week, classified ad weekly, mailing to top-producing sales associates, etc.).
- Compare the home to similar ones on the market and identify its unique and most desirable features. Take photos of the home's best features, and use them as a starting point for your marketing approach.
- Review the audience demographics of various media, and use that information to best match the likely demographics of potential buyers for the home.
- Make a schedule for the property marketing activities throughout the listing period.
- Set a reasonable budget based on the activities detailed in the plan. The more costly the home, the more expensive it may be to market because a high-priced home demands top-of-the-line marketing materials.
- Set up systems to track the "pull" of your various property-marketing efforts. One simple method is to ask those who call or view the home how they found out about it.

# 10 Ways to Ensure a Great Marketing Plan

## Keep It Ethical

Remember that your first obligation is to act in the best interest of your client. Don't mislead a client about the potential sales price of a house just to secure a listing. —*Article 1 and Standard of Practice 1-3*

1. Compare the home to comparable ones on the market and identify its most unique and desirable features. Why would a buyer want this home more than other homes in the same price range?
2. Take snapshots of the home's best features, and use them as a starting point for your marketing approach.
3. Find out why the sellers purchased the home, and use that information to help you focus on potential buyers. —*Mary Ellen and Jamie Edwards "Learn the Ad Writing Secrets Used by All the Pros," Real Estate Professional, May/June 1998.*
4. Research the demographics of homeowners in the home's neighborhood. Prospects with similar demographics will probably be the best market for the home.
5. Review the audience demographics of various media, and use those that best match the likely demographics of potential buyers for the home.
6. Start early. Don't wait until a week before the listing expires to get the word out.
7. Write a brief property-marketing plan that includes specific objectives, a description of the home, a description of the target buyers for the home, and appropriate marketing media.
8. Make a schedule for the property marketing activities throughout the listing period.
9. Set a reasonable budget based on the activities detailed in the plan. The more costly the home, the more expensive it will be to market because a high-priced home demands top-of-the-line marketing materials.
10. Set up systems to track the "pull" of your various property-marketing efforts. One simple method is to ask those who call or view the home how they found out about it.