

OUR MARKETING PLAN

WHAT WE DO TO GET YOUR HOME

SOLD

PRE-LISTING AND LISTING APPOINTMENT

You will be emailed a list of questions to answer prior to our first meeting. Please send these back to me as soon as possible to make certain we have all the correct information about your home, and we can address all your questions and concerns at our meeting.

We will do a thorough inside assessment of your home, and a curb appeal assessment, so we can make the "best and affordable" suggestions to make your home appealing to all buyers searching for a home in your area. This may include suggestions of de-cluttering, removing or adding item's, re-arranging furniture, and/or suggesting repairs. Our goal is to give you the best advice to get your home **SOLD** in a timely manner, and at the highest and best price. We need to see your home through the eyes of the buyer.

We will go over in detail the Market Analysis of your home, the listing agreement, and all disclosure's that will be needed for your file.

Once agreed upon, and all documents are signed we will start immediately on the marketing of your home.

PROFESSIONAL PHOTO'S, VIDEO, AND WALK-THRU VIDEO

We will set-up an appointment with our photographer to take professional photos of your home, inside, outside, and aerial. The videos will be made once the photos are complete and delivered. Photos, and videos are so important these days for marketing your home. This is usually the first impression people will get of your home, so we want to make it an impression they will remember, and want to see in person.

MULTIPLE LISTING SERVICE (MLS)

Your home will be placed on the Multiple Listing Service(MLS), which gives all Realtors an opportunity to show and sell your home. Most buyers look to a real estate professional to assist in their search for their new home or property. Even though, it will be my goal to match a buyer to your home, this gives your home a better chance to be SOLD in a timely manner. Our highest goal is to get your home out in the market place to be seen by EVERY potential buyer.

SIGNAGE

A sign will be placed on your property to tell potential buyers, neighbors who have friends or family members looking to buy in your area, and real estate professionals that have buyers looking for a home just like yours.

ELECTRONIC LOCKBOX

This electronic device will be placed on a door knob, hose bid, or light post (whichever is best). The best entrance technology ever. Each time an agent accesses the key box to gain access to your home, I instantly receive their name, and contact information delivered to my email and text message. It will also tell when the showing started and when the showing ended.

SHOWINGTIME

ShowingTime is a program that we utilize to schedule showings of your home. This makes it much easier for the agents to get showing instructions instantly. It also gives me the information of all the appointments and showings. This program also sends out automatic feedback requests to the showing agents.

FEEDBACK REQUEST

We always request feedback from all agents. We use this information to get a better picture of what buyers think about your home such as, price, condition, location, etc. We encourage both positive and negative feedback which can enhance our marketing plans for your home. About every 2 – 3 weeks, we will meet with you to discuss our strategies, customer feedback, and our goals.

“JUST LISTED” MAILING

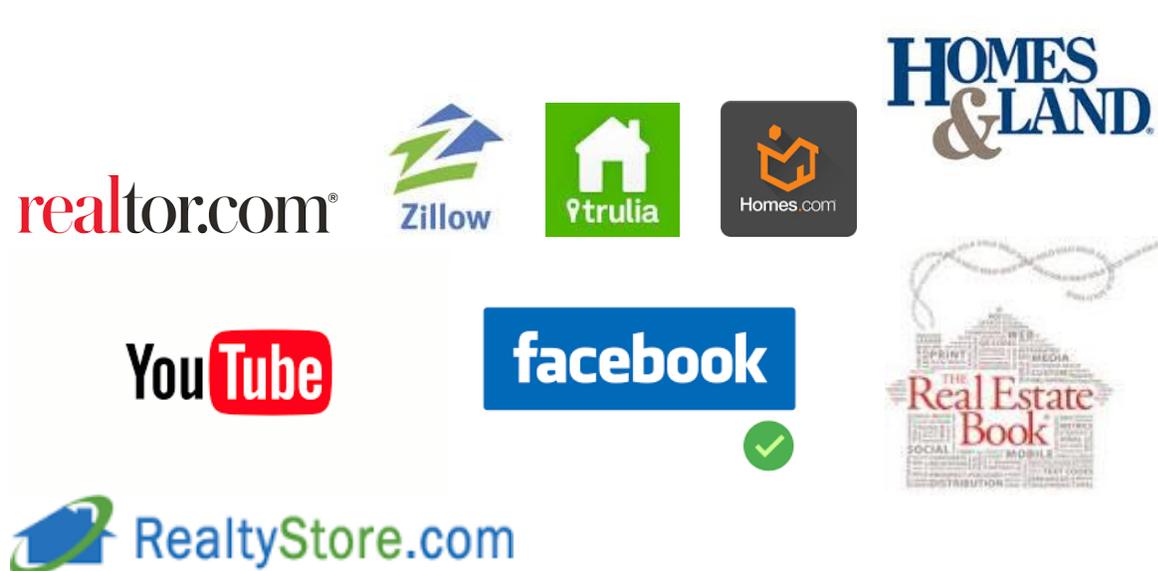
A “Just Listed” mailing will be mailed out to your neighbors. We like to let your neighbors know that we have listed a home in their neighborhood. They may have a friend, family member, co-worker, or acquaintance that is looking for a home in their neighborhood.

MAIL BLAST TO AGENTS IN FLORIDA

Agents love to pass information to other agents! We don't only target local agents, we target statewide. Agents always have customers looking for a home in and around a particular area. Having the information delivered to them by email, is a great source to get your home noticed and shown to many potential buyers.

INTERNET ADVERTISING

Since I am a Certified E-Pro Specialist (Internet Expert), I am very extensive with my internet advertising since such a high percentage of buyers look to the internet to search for their new home before even contacting an agent. Your home will be syndicated on hundreds of real estate sites and social media. Below is just a handful of sites:



FLYERS AND BROCHURES

Flyers and brochures will be designed for additional exposure of your home. I will email these brochures to potential buyers, and place brochures in your home for our customers and agents. We also, post them on Facebook, YouTube, and Twitter just to name a few.

OPEN HOUSE

We will have as many "Open House" events as needed starting about the 2nd or 3^{ed} week of listing your home. This will give us an opportunity to show-off your home and point out all the features in your home.

EXPOSURE IS THE #1 KEY TO SELLING

Exposure, exposure, and exposure is the #1 key to getting your home **SOLD**. My goal is to get the price you will be happy with, in a timely manner!

The Brown Ledbetter Team looks forward to listing, marketing, showing, and selling your home. We will give you our utmost and 1st quality service, offering our expertise, enthusiasm, professionalism, and all our marketing techniques to get your home **SOLD** in a timely manner.

We want to sincerely thank you for considering our team to sell your home.

THE BROWN LEDBETTER TEAM

Your Mom & Son Real Estate Team

SUSAN BROWN LEDBETTER, REALTOR - EPRO

FREDDIE BROWN, REALTOR



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