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PREMIERE  
KELLERWILLIAMS. REALTY



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### My TOP 20% Listing, Closing/Escrow and Marketing Plan

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For Sale By Owner Marketing Plan	80% of Realtors Marketing Plan	Top 20 % of Realtors Marketing Plan
<p><i>No Market Feedback</i></p> <ol style="list-style-type: none"> <li>1. "Price It" based on friend/neighbors &amp; Zillow</li> <li>2. Post a small sign</li> <li>3. Limited pictures and quality</li> <li>4. Post It to Craigslist, Web &amp; Zillow</li> <li>5. Pray that It shows &amp; sells</li> <li>6. Stumble through Escrow/Closing (Delays can add cost)</li> </ol>	<p><i>Limited Market Feedback</i></p> <ol style="list-style-type: none"> <li>1. "Price It" based on comparable sales</li> <li>2. Post a yard sign</li> <li>3. Pictures may not be professional</li> <li>4. Post It to Craigslist, Web, Zillow &amp; others</li> <li>5. Post it to RMLS, and other MLS services</li> <li>6. Hold none or 1 open houses</li> <li>7. Pray that It shows &amp; sells</li> <li>8. Complete Escrow/Closing</li> </ol>	<p><i>Timely Market Feedback</i></p> <ol style="list-style-type: none"> <li>1. "Price It" based on comparable sales &amp; new construction</li> <li>2. Post a KW branded yard sign</li> <li>3. Professional photos of home</li> <li>4. Post It to Craiglist, Web, Zillow &amp; others</li> <li>5. Post it to RMLS, and other MLS services</li> <li>6. Hold multiple open houses</li> <li>7. Provide weekly status to client (See Note 1)</li> <li>8. Pro-actively prospect</li> <li>9. Price-Watch market</li> <li>10. Plan for transition from current home to future home</li> <li>11. Reduce clients risk &amp; transaction stress</li> <li>12. Effectively complete Escrow/Closing insuring any delay is minimized</li> <li>13. My website as a client resource</li> </ol>
<p><b>Questions for You and/or a Realtor</b></p> <ol style="list-style-type: none"> <li>1. How to handle, review &amp; process multiple offers:</li> <li>2. How to evaluate FHA/VA offers versus cash or conventional loan offers</li> <li>3. Will professional pictures of home be taken</li> <li>4. Do you have a plan for transition to your/my future home</li> </ol>		
<p>Note #1 The NAR (National Association of Realtors) Survey found the #1 complaint with REALTORS is a lack of followup after a Listing is signed.</p>		