



Paul Christi Millo

WALLACE  
& MOODY  
REALTY

# Signature 21 Point Marketing Plan

## Superior Technology, Aggressive Marketing, Exceptional Results

1. **We help you price your home correctly.** Price is perhaps the *most important variable* that will impact the sale of your house. Price it too high and your home can sit on the market forever and never sell. Price it too low, and you can leave lots of money on the table. It's worth a few hours doing some in-depth research to get the true market value of your house. You can go to Zillow or other websites and they will give you an approximate value for your house. However, Zillow's estimates are notoriously inaccurate. Other variables need to be considered too like seller motivation, how much is owed on the house, school zones, upgrades, unique features, age, condition, etc. A much better way to price your house is to know exactly what similar houses are actually selling for in your neighborhood. These prices are a more accurate predictor of what you can reasonably expect to get for your house. The best way to get the most current and accurate pricing information is to get a "Comparative Market Analysis" (CMA) done. We always do a free CMA for our clients so we can be sure to price their houses correctly from the very beginning to get them sold quickly and for top dollar. Pricing your house correctly is just way too important. You should know exactly where it needs to be, and we help you set the optimal price point for your home based on your particular needs along with the CMA.

2. **We advise you on how to clean, de-clutter, and spruce up your home.** **APPEARANCE MATTERS!** Whether you realize it or not, your house is in a super aggressive competition with every other house that is for sale. The best looking one wins. Period! A clean, beautiful home that looks good and smells good really helps it sell. It's unbelievable how many people put their houses up for sale without making it look great for pictures or for actual showings. In addition, the appearance of the outside is just as important as the inside. We know precisely what buyers are looking for so we always advise our clients on how to get their home ready to sell. In fact, we have a proven checklist that we provide to make sure that every house we list looks fantastic. It's called "**20 Tips For Preparing Your House To Sell**". We go over each item on this checklist with you and we also make other recommendations and suggestions that will help your house sell. The tip sheet and our recommendations are all included in our services.

3. **We only use professional photographers** to capture the best images of your home. There is a huge difference in the quality, color and visual effectiveness between cell phone photos and professionally produced photos. Don't believe us? Go online and search a few listings and you can tell immediately who is and who isn't using a professional. **Great pictures sell, poor pictures don't!** We only use professional photographers on all of our clients' houses. We also tell you how to professionally prepare your home to make absolutely sure we capture the very best pictures of your house and yard.

4. **We create a professional "virtual tour" of your home.** As we said, 90% of buyers rely on internet and video (along with still photos) to find a house to buy now. In addition, adding a "virtual" tour allows a prospect to pre-view your home online so when they do

schedule an actual showing, we already know that they are very interested in the house. This saves you valuable time by eliminating lookers who are not serious about buying while allowing us to focus our energy on prepping your house for quality showings. Prospects just love looking at virtual tours so we produce them for our clients for more viewings.

5. **We create a professional drone video** to showcase the unique aspects of your property (we usually provide this only for homes over \$250,000 or with considerable acreage). Beautiful, captivating aerial shots and videos of certain properties can dramatically increase the amount of engagement, interest, and showings.

6. **We strategically advertise your house for sale on over 81 websites.** Since *over 90%* of all buyers now begin their home search online, you MUST have strong advertising on the internet. Having a massive web presence is an absolute essential these days. If you're not online, chances are you won't get very many prospects. We understand the importance of this fact, so we put every one of our clients' houses on all the major real estate sites.

7. **We aggressively advertise and market your property on various social media channels,** including Facebook and Instagram. Social media works wonders as people will "share" your listing with **thousands** of prospective buyers with just the click of a button. We call this Word of "Mouse" advertising. We post your home on all relevant social media "for sale" sites and we also pay to "boost" your home ad so it gets even more exposure to those persons in the key demographics most likely to buy your home. We take care of all the social media advertising and costs.

8. **We implement a lead-capture system** that allows us to know exactly who shows any interest in the house and gives us the ability to follow up. For example, having an info box with printed flyers is a common technique used to advertise, but you have no clue of who took a flyer or why. To remedy this issue, we set up a technologically advanced lead call capture system that gets the looker to call or text a number for a pre-recorded message with info about your house. Once they call or text, we now have their phone number and have the ability to follow up, gauge interest, contact the lead, and try to secure a showing of your home. This is so much more effective than just a sign in the yard and a printed flyer.

9. **We create beautifully designed, color post cards and flyers** to showcase your property. We produce both printed flyers (as handouts for prospects touring the house) and digital flyers (for on-line advertising) that are designed to highlight features, generate interest, and get the phone ringing for showings. We design, produce and distribute these custom flyers for you. We also design great looking post cards for you for our direct mail campaigns.

10. **We mail "Just Listed" postcards and we "CALL"** at least 100 of your neighbors, inviting them to "pick their new neighbor" by spreading the word about your home for sale. Often times, your neighbors have friends, relatives, co-workers and acquaintances who are really great prospects as potential buyers. We regularly produce and use direct mail marketing and we send "just listed" post cards out for our listings to help our clients sell their houses. We also subscribe to several hi-tech phone directory services so we can call valuable prospects and invite them to your open house. The response is great!

11. **We let every real estate agent in the area know that your house is now for sale.** We have the contact info for nearly every agent in the area. It's an undeniable fact that *agents bring buyers*. That's why we let as many agents as possible know that you have a house for sale. For our clients, we automatically send out a "new listing" email blast to

every licensed agent in the entire market area (over 1500 agents!). We let these agents know that the home is now for sale and provide them with all of the relevant information on the house. We also notify them whenever there is an open house or any price change so they can notify their prospects. Having 1500 agents actively seeking a buyer for you is much more efficient and effective than just a sign in the yard. We also put our clients' houses on the Multiple Listing Service so all 1500 agents have easy access to all of the photos, videos, details, price and features of the home for sale. The more agents who know about your house the better the chances are it will sell.

12. **We hold a MEGA open house.** We heavily promote and advertise a huge open house event. We put up lots of signage, feather flags, and use creative social media to get the word out. We make sure the attendees know there will be drawings for door prizes to boost attendance. We then make sure your house and yard look great for this awesome opportunity to showcase your home to tons of prospects. The MEGA open house can pay huge dividends. We do this at no cost for clients as well and we often get a lender or a mortgage company to help "co-sponsor" these events as they are eager to finance your buyer's purchase. More exposure, more prospects!

13. **We hold "Agent" Open Houses and "Agent" Tours,** with drawings for gift cards and we often provide lunch in order to increase attendance. We invite these agents to see your house because they give us valuable feedback about your house and as we said before, *agents bring buyers!* Getting foot traffic from agents is a great way to get more leads, more exposure, and to get your house "on their radar" so they can show it to buyers they are trying to help.

14. **We prospect daily** by proactively looking for buyers. We consistently look for any leads and we post news about your house on social media, we use email, we use direct mail, and we work the phones. We typically prospect 1 hour in the morning and 1 hour in the evening on behalf of our clients using a variety of methods, but especially these five: Phone, text, email, social media and direct mail. We also purchase "buyer leads" of people who are actively looking for a home to buy and we send them info on your house. We proactively prospect for you and steer "warm" buyer leads toward your house.

15. **We aggressively follow up** with all leads through a very technologically advanced follow up program. Selling houses is not for shy or unorganized people and we have no problem "cold calling" leads. In fact, we have a "to do" follow up list for every potential buyer who shows an interest in your home. Follow up is key in this business, so we have invested in very sophisticated Customer Relationship Management (CRM) systems that allow us to follow up with prospects automatically by using phone, text, messaging, direct mail and email. We follow up on every lead until we find out if they are really interested or not.

16. **We highlight your listing in our "Featured Home" position on our websites and in our monthly newsletter.** For even more exposure, your home will be prominently featured on our personal website, appear on our Wallace and Moody Website, and be highlighted in our personal e-newsletter that we send out every month. The more views your home gets, the more likely it is that a qualified buyer will see it. Most other agents don't invest the time or the money in a personal website or even send a professional monthly newsletter like we do. This is just another way we generate quality leads and interest in your home and it's another great benefit of using the Millo Team that most other agents can't or don't provide.

17. **We provide feedback from all showings and respond accordingly.** Knowing what people like or dislike about your house and responding to their feedback can be extremely valuable. For example, if you have 4 showings and all 4 prospects said they didn't like the paint color in the master bedroom, well it's probably time to paint it a different color if you want the house to sell. We get prospects to fill out a survey feedback form and we also request that agents and their clients give us some feedback after any showings. Our form works great for getting valuable feedback for our clients that helps us sell your house.

18. **We review pricing with you every couple of weeks.** We continuously analyze newly sold houses and determine if an adjustment is needed to reflect any shifts in the market. We do this for you as a professional courtesy to keep you updated on current market conditions, current prices, what the competition is doing, and to provide you with realistic and actionable information to help you with your decision making.

19. **We help you find, negotiate and purchase your NEXT house absolutely free of charge!** It costs you nothing at all for us to assist and represent you when you are the buyer. As such, let me encourage you to take advantage of our professional knowledge, skill, ability and experience. We can protect you and fully represent your best interests in the buying transaction. Why wouldn't you take advantage of this free service? We have a wealth of knowledge that will benefit you. We will assist you in your search, advise you on price, help you negotiate favorable sale terms, and take care of a mountain of paperwork for you. We want to help you get the very best deal possible – all at no cost to you.

20. **We only use professional Real Estate Attorneys.** We know this isn't really "marketing" related, but it's an extremely important detail that cannot be overlooked. It can be a very tricky situation navigating Fair Housing laws, contract law, disclosures, addendums, deeds, title work, taxes, insurance, and getting the transaction closed. Some people are able to manage this themselves, most are not. Our clients are able to take advantage of our considerable real estate skill and experience, but we also couple that by referring you to seasoned attorneys who only specialize **in real estate.** Because it's so vitally important, we retain some of the best real estate legal professionals in the business to assist you with your transactions.

21. **We constantly and proactively work "The Big 3" with you.** Again, we can't emphasize enough how important the "Big 3" are when it comes to selling any house.

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| 1. | Price          | Price it correctly and adjust if you need to!     |
| 2. | Condition      | Prepare and keep your home and yard "show ready"! |
| 3. | Marketing Plan | Execute an aggressive marketing plan!             |

We are extremely confident that we can sell your house by implementing this aggressive and proven 21 Point Marketing Plan. Please don't hesitate to call if we can help you or if you have any questions and need some free advice. We would love to chat with you about our favorite subject – Selling Real Estate! Thank you!

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