

## 15 Point High Quality Exposure Plan



Pricing is not a game. My proven **7 Step Pricing Strategy™** will reveal the most appropriate price entry point so you don't leave any money on the table. My research tool is unlike any other in the market and my pricing strategy is one of my strongest skills and the one of the most important in assisting my clients.



Once our **sign** goes up everyone will automatically know you are for sale with the most recognized real estate company in the world. Credibility and trust come with our brand **45 years strong** and people will know your home is being handled by a full time professional in the market. We **advertise all over TV**, Sirius Radio, Sporting Events, Billboards and more!



**Professional photography is a MUST.** Online photos are the number one reason buyers will either come to your house or skip it! We will schedule my professional team to come out once you are fully prepared. **Video and Virtual Tours** will also be created and shared across all platforms.



Professional photography coupled with a **properly staged** home gets people in the door. I will assist in making sure we declutter, rearrange, and decorate for successful showings. We must keep emotions high and positive from the moment the buyer pulls in the drive. My Shining Home Checklist will assist in getting your home **"Pinterest Ready"**.



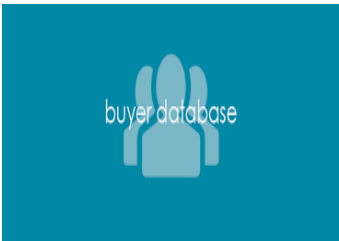
We will place a secure lockbox on your home so over **33,000 agents** in the state have easy, convenient, and tracked access to your home. The system locks after 9:00 p.m. so you have peace of mind that only agents in good standing with the Real Estate Commission can enter your home. It also tracks everyone that enters for speedy follow up.



Submission to **2 agent databases** will put your property in front of over **40,000 agents** in our area and the State. This is the starting point for **maximum exposure** and ensures you will be seen by the agent population quickly and accurately.



Your home will be seen on thousands of websites. **98% of all buyers** start their home search online and because we use full syndication and have Broker reciprocity your home will be exposed quickly to thousands and thousands of home buyers.



I will promote your home to our **entire database of buyers** that have not yet purchased a home. This will include calling, emailing, texting and video messaging. Your home will also be shared with our entire office of full time professionals that also have buyer databases.



The **RE/MAX Network** is powerful. Your home will be showcased on 7 different RE/MAX portals including Global reach. The RE/MAX network is over **115,000 members strong** and you may be surprised where a buyer can come from! [www.remax.com](http://www.remax.com) last year alone generated over **71 million visits** from buyers all over the world. Our website is the most traveled franchise site in the Country.



I go **“old school”** and **pick up the phone** to generate interest in your property. I am honored to help you sell your home and want to share it with as many people as possible. One approach is **reverse prospecting** with REALTORS in the area as well as calling around to homeowners in your community. Your neighbors may know someone looking to move into your area/community and I want to make sure they have all the information handy to pass along.



Showing Time allows for agents to easily and efficiently **schedule showings** of your home. I can then manage the showings, feedback and analytics to effectively report back to you on a regular basis.



I run specific **Social Media ads** to target buyers that fit the profile for purchasing your home. An **Adwerx Ad** will run for 7 days when we go live which results in approximately **3100** impressions. The ads will be directed right to your property page on my website for immediate lead capture and conversion.

## OPEN HOUSE

Open Houses are a fantastic way to meet with **potential buyers**. Buyers want to see houses! Holding an **effective** open house can expose to your home to people immediately in the market to purchase. We also want to expose to your home to the neighbors as they may also know of people wanting to move into your area.



I will notify my entire **Sphere of Influence** as to the availability of your property. The more people that know about your home the greater chance we have of securing a **quick sale**. My client database is always eager to share my available inventory as they understand the buyer may be one of their own friends!



A full **postcard** promotion will be mailed to your immediate area to alert the community of your homes availability. This will provide homeowners with immediate information and access to your homes information and features so they can share with others that may be interested in living in your community. **Let's create a buzz.**



You will hear from me **weekly** at an agreed upon time. Each week you will receive a **market activity report** outlining the activity in your area. Every home that enters the market or sells will have some type of impact on your home. We will review this weekly to ensure our strategy stays in line with current market trends.