



Helena Talbot

EXIT REALTY'S

Home Marketing 'Upgrade' Strategy

For

Prepared by:



Helena Talbot

Tier VII
*Service
Pledge*

Tier I
*'Traditional
Marketing'*

Tier VI
Negotiate
and Close
*'The
Transaction'*


*Home Marketing
'Upgrade'
Strategy*

Tier II

'Upgrades'

Tier V
Attract the
'Buyer Pool'

Tier IV
Mobilize the
Real Estate
Community

Tier III
Personal
'Upgrades'



Helena Talbot

Marketing Strategy – Tier I

'Traditional Marketing'

Competitive Market Analysis

Preparation of a computerized Competitive Market Analysis from data compiled in our Multiple Listing Service assures us that your property is competitively priced.

MLS/Lockbox/Lawn Sign

Placing your property in the Multiple Listing Service (MLS) and making your property accessible via a secure Lockbox will give your property the broadest possible exposure to the real estate brokerage community. The use of a Lawn Sign will increase the exposure of your property to prospective buyers who routinely cruise neighborhoods in search of a new home.

Office Tour/Caravan

Your property will be held open for our company's sales associates. This will make all of our associates more effective when handling buyer inquiries about the property.

Public Open House

This invitation to the public to view your property without the need of an appointment is attractive to many prospects. It can also rejuvenate interest in a property that has been on the market for awhile.

Just Listed Notices/Promotional Flyers

Mailing Just Listed Notices/Promotional Flyers to the surrounding area has proven to be an effective way of locating prospects for the property. It is not uncommon for a neighbor to have a friend or relative who would like to relocate to the area.

Local Media Support

We will actively and consistently promote your property through the Local Media including real estate magazines.



Helena Talbot

Marketing Strategy – Tier II

EXIT Realty's 'Upgrades'

Multiple Interactive Websites

Your property will be exposed to the real estate buyer pool world-wide via Exit's Multiple Interactive Websites and via exposure through our numerous affiliated real estate websites such as: realtor.com, google, trulia, and zillow.

International Relocation and Referral Division

Our company's International Relocation and Referral Division generates and coordinates inbound and outbound referrals to our area. It interacts with Global Relocation and the EXIT REALTY International offices around the globe.

Home Warranty

The Home Warranty is an optional program where, at a nominal cost, you can protect yourself and reassure home buyers that specific components and mechanical items remain functional.

Exclusive e-Listings

Thanks to Exit's investment in today's technology, we can support the marketing of your property with some unique marketing tools such as: a full-featured narrated property tour, a customized property website, a highly effective prospect call-capture system, webcasting and a variety of other multi-media products.

Preferred Service Providers

The availability of our company's Preferred Providers Program makes us a 'One-Stop-Shop' for real estate related services such as financing, title insurance, home inspections and home owner's insurance. This program gives us the opportunity to better coordinate the services required to close the transaction.



Helena Talbot

Marketing Strategy – Tier III *Personal 'Upgrades'*

'Virtual Office' Sales Support

As your marketing coordinator, I recognize the importance of communications. Thanks to my investment in technology, I am available 24 hours/day, 7 days/week via voice mail, pager, cell phone, office phone, fax and e-mail.

Contract-To-Close Follow-up Program

The work of the real estate agent really begins once the property goes under contract because there are a myriad of details that need to be attended to insure the transaction closes. My Contract-To-Close Follow-up Program is designed to assure the closing takes place on schedule and that you are kept informed every step of the way.

Customized Property Promotion Brochure

My Customized Property Promotion Brochure is designed to promote the unique 'life-style features' of the property and answer agent and buyer questions about the property in advance. It incorporates information about the property, the area, the schools, places of worship and major road networks.

Detailed/Written Marketing Plan

My Detailed/Written Marketing Plan acts as a checklist to ensure that the marketing and promotion your property requires is delivered in a timely manner. You are kept informed every step of the way as to what I, and my company, are doing to 'cause your property to sell'.

'Top Gun' Direct Marketing Campaign

Your property will be actively marketed to the most productive agents in our area. Why? Because statistically it is likely one of them will ultimately produce a qualified buyer for your property. I am networked with these 'Top Guns', and they will be targeted to receive detailed information and a special opportunity to present your property to their buyers.



Helena Talbot

Marketing Strategy– Tier IV

Mobilize The Real Estate Community

'Top Gun' Direct Marketing Campaign

Your property will be actively promoted to the 20% of the agents that do 80% of the business in our area. These 'Top Guns' will be targeted via direct mail, e-mail, the MLS and special events.

Target Marketing/Direct Mail

We will utilize promotional flyers and direct mail targeted at other real estate agents to call attention to your property. Why? Because statistics tell us that about 80% of the time it will be an agent from another company who is most likely to bring us a prospect. The Target Marketing/Direct Mail Campaign is designed to encourage their cooperation.

Multiple Listing Service (MLS)

The local Multiple Listing Service (MLS) provides an effective way for local real estate companies to share information about various listings. Information about your property will be disseminated via computer and hard copy. Our objective is to mobilize, coordinate and facilitate the interest and activity of the entire real estate brokerage community behind your listing.

Phone Follow-Up

Extensive Phone Follow-up will be conducted subsequent to each direct marketing promotion undertaken. Statistically we have found that timely Phone Follow-up can dramatically increase the number of potential prospects for the property.

Personal Broker/Agent Contact

In addition to exposure of your property through the MLS and Direct Marketing, your property will be regularly promoted through Personal Broker/Agent Contact.



Helena Talbot

Marketing Strategy – Tier V

Attract The 'Buyer Pool'

Broker/Agent Target Marketing

A large percentage (80%+) of prospective home buyers are already working with a real estate agent. To reach those buyers, we will actively promote your property via Broker/Agent Target Marketing using the MLS, direct mail, e-mail and faxes.

Local Media Support

We will actively and consistently promote your property through the Local Media with Print Advertising

International Relocation/Referral System

Hundreds of EXIT REALTY offices and thousands of agents world-wide comprise the EXIT REALTY International's Relocation/Referral System. As an active member of that system, our company receives hundreds of referrals annually creating an expanded pool of potential buyers for your property.

Aggressive Internet/Web Marketing

Our multiple/interactive websites provide us with a unique opportunity to aggressively market our listings on the world-wide web.



Helena Talbot

Marketing Strategy – Tier VI

Negotiate And Close 'The Transaction'

Contract-To-Close Follow-Up Program

The work of the real estate agent really begins once the property goes under contract. Why? Because there are a myriad of details that must be attended to, to ensure a timely closing. I will be there every step of the way to counsel you and coordinate all that needs to be done.

Assisting Cooperating Agents

No one will know more about your property and the circumstances relative to its marketing and sale than I will as your marketing coordinator. Should cooperating agents encounter difficulty in presenting your home to prospective buyers, rest assured that I will lend cooperative assistance so that our marketing objectives can be met.

Agreement Analysis/Consultation

Whenever agreements (offers) to purchase are to be presented for your consideration, the specifics of that agreement and their ramifications will be professionally presented and reviewed to ensure your full understanding. This will serve as the framework for objective review in light of your goals and current market conditions.

Financing Guidance/Consultation

Our marketing goals cannot be realized without full analysis of the financial aspects of any agreement. A review of the financial terms along with options and a risk analysis will be paramount in making the property available to as many bona fide purchasers as practical.

Negotiations/Coordinating Services

Structuring a WIN-WIN transaction requires thoughtful and objective planning and execution. Often the strategy and techniques employed during negotiations with an interested party can properly culminate and become the successful final stage in marketing. I will be consulting with you throughout this process and formulating a strategy to help achieve the desired results.



Helena Talbot

WHERE THE DOLLARS GO



Typically, real estate commissions are divided four ways between the listing broker, the listing agent, the selling broker and the selling agent. Each party plays an important part in the sale of your property, and is compensated accordingly.



Helena Talbot

EXIT REALTY'S

Home Marketing 'Upgrade' Strategy and Service Pledge

Tier I: *'Traditional Marketing'*

Tier II: *EXIT Realty's 'Upgrades'*

Tier III: *Personal 'Upgrades'*

Tier IV: *Mobilize The Real Estate Community*

Tier V: *Attract The 'Buyer Pool'*

Tier VI: *Negotiate and Close 'The Transaction'*

Service Pledge

I pledge to you during the process of marketing your property I will perform the services identified above. Should I fail to do so, I would ask you to notify me personally or in writing. I pledge to correct these shortfalls within 10 days or you may have the listing reassigned by my Broker/Manager.

Property Address: _____ Owner: _____

Sales Associate: _____ Signature: _____

Company/Agency: _____ Date: _____



Helena Talbot

EXIT REALTY'S

Home Marketing 'Upgrade' Strategy and Service Pledge

- Tier I: *'Traditional Marketing'*
- Tier II: *EXIT Realty's 'Upgrades'*
- Tier III: *Personal 'Upgrades'*
- Tier IV: *Mobilize The Real Estate Community*
- Tier V: *Attract The 'Buyer Pool'*
- Tier VI: *Negotiate and Close 'The Transaction'*

Service Pledge

I pledge to during the process of marketing your property I will perform the services identified above. Should I fail to do so, I would ask you to notify me personally or in writing. I pledge to correct these shortfalls within 10 days or you may have the listing reassigned by my Broker/Manager.

Property Address: _____ Owner: _____

Sales Associate: _____ Signature: _____

Company/Agency: _____ Date: _____



84 Point Personalized Marketing Checklist for



Marketing Activity	(Week	1	2	3	4	5	6	7	8	9	10	11	12	13
	(Date)													
1. Develop Marketing Strategy	X													
2. Produce Competitive Market Analysis	X													
3. Review Mkt Plan/CMA w/Sellers	X													
4. Cross-Check Accuracy Listing Info.	X													
5. Input Listing to MLS	X													
6. Send Seller copy MLS Listing	X													
7. Mail 'Just Listed' to Networkers	X													
8. Activate Home Warranty	X													
9. Power Prospect for Buyers	X	X	X	X	X	X	X	X	X	X	X	X	X	X
10. Install (Temporary) Lawn Sign	X													
11. Photograph Property	X													
12. Put Property in Relocation System	X													
13. Post Property on Websites	X													
14. Write 3 Separate Advertisements	X													
15. Schedule 'Office Tour'	X													
16. Schedule 'Top Gun' Showing.	X													
17. Present Property at Office Meeting.		X												
18. Initiate Seller Contact/Update	X	X	X	X	X	X	X	X	X	X	X	X	X	X
19. Schedule 'Broker' Open House		X												
20. Schedule 'Public' Open House		X												
21. Deliver Home Merchandising Kit		X												
22. Produce Property Promotion Book		X												
23. Create/Deliver Promotional Flyers		X												
24. Conduct 'Office' Tour		X												
25. Do 'Tour' Marketability Survey		X												
26. Show Seller 'Tour' Survey		X												
27. Send 'Top Guns' Mailing		X												
28. Check MLS Listing Accuracy		X		X		X		X		X		X		
29. Install (Permanent) Lawn Sign		X												
30. Neighborhood 'Just Listed' Mailing		X												
31. Phone Follow-up 'Networkers'		X												
32. Daily Showing Feed Back To Seller	X	X	X	X	X	X	X	X	X	X	X	X	X	X
33. 'Feeder Mkt' Just Listed Mailing			X											
34. 'Top Guns' Phone Follow-up			X											
35. Hold 'Top Guns' Open House			X											
36. 'Top Guns' Marketability			X											
37. Show Seller 'Top Guns' Survey Results			X											
38. 'Broker' Open House Mailing			X											
39. 'Neighborhood' Open House Mailing			X											

Marketing Activity	(Week	1	2	3	4	5	6	7	8	9	10	11	12	13
	(Date)													
40. Run 'Public' Open House Advertisement					X									
41. 'Broker' Open phone Follow-up					X									
42. 'Neighborhood' Open Phone Follow-up					X									
43. Hold 'Broker' Open House					X									
44. 'Broker' Open Marketability Survey					X									
45. Show Seller 'Broker' Survey Result					X									
46. Hold 'Public' Open House					X									
47. 'Public' Open Marketability Survey					X									
48. Show Seller 'Public' Survey Results					X									
49. Check Lawn Sign/Web Listing					X				X				X	
50. Schedule/Videograph 'Virtual Tour'		X												
51. Post 'Virtual Tour' on Websites		X												
52. Update Competitive Market Analysis					X				X				X	
53. Review CMA Update with Seller					X				X				X	
54. Review/Revise Home Marketing Plan					X				X				X	
55. Adv. Response Feedback to Seller					X				X				X	
56. Revise/Rewrite Advertisements	X	X	X	X	X	X	X	X	X	X	X	X	X	X
CONTRACT TO CLOSE														
57. Present Offer/Counter Offer														
58. Submit 'Pending' Notice to MLS														
59. Place 'Pending' on Lawn Sign														
60. Deliver Contract to Closing Agent														
61. Track Mortgage Application														
62. Notify Seller of Mortgage Approval														
63. Monitor Title Evidence Search														
64. Monitor Termite Inspection														
65. Report Termite Results to Seller														
66. Monitor Property Inspection Report														
67. Report Inspection Results to Seller														
68. Monitor Property Survey														
69. Pre-Closing Inspection 'Walk-Thru'														
70. Send Escrow to Closing Agent														
71. Notify Seller of Closing Date														
72. Review Closing Statement with Seller														
73. Attend Closing / Handle Details														
74. Place 'Sold' Sign on Property														
75. 'Just Sold' Mailing to Neighborhood														
76. 'Just Sold' Mailing to Networks														
77. Phone Follow -up Neighborhood 'Just Sold'														
78. Phone Follow-up Networks 'Just Sold'														
79. Submit 'Sold' Notice to MLS														
80. Send 'Thank You' Letter to Seller														
81. Add Seller & Buyer to Network List														
82. After Close Follow-up (24-Hr.)														
83. After Close Follow-up (7-Days)														
84. After Close Follow-up (30-Days)														