

Research & Market Analysis

1. Research property data from deed, property appraiser, tax records, MLS/ownership history, and other resources.
2. Gather facts from the owners of the features, upgrades, improvements, tenancy, neighborhood restrictions and amenities, age of appliances and major mechanics of the property.
3. Understand the seller's motivation and situation personally and financially.
4. Have the seller complete the Seller Homework: copy of keys, why they purchased the home, essential utility information, have a copy of the survey, floorplan, and warranties.
5. Create a written market analysis based on market research by comparing the property to active, pending, sold, and sales that failed.

Seller Consultation/Presentation and Handle Objections

1. View the property in-person.
2. Determine Fair Market Value of the property with the seller by reviewing market statistics and research.
3. Provide an estimate of selling expenses/proceeds and review the Estimated Net Sheet.
4. Position the price of the property to encourage competitive offers that meet the needs of the seller.
5. Create a price improvement schedule based on the current market.
6. Execute a listing agreement authorizing ERA to market the property, complete the Seller Disclosure form, and gather other documentation needed.
7. Offer staging advice to make a great first impression and any inspections that may be needed.
8. Recommend repairs and improvements to sell the property at its highest price.
9. Answer any objections or reservations the seller may have.
10. Discuss the next steps, showing protocol, and determine the listing launch timing.

Develop a Listing Pre-Launch Plan

1. Develop a Listing Launch plan based on the timing seller wants the listing to go "Live".
2. Order Pre-Listing Inspection.
3. Refer vendors for needed repairs.
4. Seller to prepare home for marketing launch.
5. Create a profile for the perfect buyer.
6. Schedule a professional photographer to take photos, video, floorplan, drone footage of the property for the MLS and internet web sites.
7. Create a "shot" list for the photographer and schedule picture day.
8. Write a compelling story of the property's features to entice buyers to make competitive offers.
9. Install "For Sale" sign to capture leads for the property immediately.
10. Install electronic lock box to facilitate showings and track viewings of the property.
11. Build the social media campaign to expose the property.
12. Create area hype by advertising the property as "Coming Soon" to the public, Realtors, and my data base.



Launch the Listing- We are Active!

1. Expose the property to 16 million buyers every day on 900+ high traffic websites and provide weekly traffic report showing number of visitors. Examples of these websites include: ERAReal.com, Zillow.com, Trulia.com, Realtor.com, Homes.com, agent's website and more.
2. Expose the property to the ERA network which is more than 86,000 agents on 6 continents.
3. Create a live video and Launch the listings advertising.
4. Advertise and schedule an Open House.
5. Order Just Listed Postcards to be delivered property neighbors.
6. Schedule an Agent tour of the home.
7. Network with ERA American Business Partners to expose the property to industry professionals who have direct consumer relationships.

Seller Communication Plan

1. Determine how the seller prefers to receive communication and how frequent.
2. Execute the seller's communication preferences.
3. Send links to all internet sites and advertising assets.
4. Share roadblocks as they appear.
5. Review and provide market updates and the property's position in the current market.
6. Provide Estimated Net Sheets as market pricing changes.
7. Both agent and seller practice clear 2-way communication until SOLD and a successful closing is obtained.

Post Listing Launch Plan

1. Research creative ideas to make the property more attractive to more buyers like lender assistance or seller concessions.
2. Refresh verbiage and photos to acquire new buyer interest.
3. Address negative feedback on showings.
4. Overcome any buyer objection to include making improvement suggestions.
5. Write Reverse Offers to buyers who cannot say "Yes" to a property on their own.
6. Set seller up on a property search so they can review the competition in real time.
7. Execute the price improvement plan and begin the market repositioning advertising.