

# Marketing Plan

## Prior to Listing

- Determine appropriate list price by reviewing recent sold comparables, home locations, amenities, average neighborhood days-on-market, price range and also the active/expired competition that has not sold
- Present historical average market time for subject neighborhood in the market analysis
- Customized and detailed presentation of all marketing materials and comparables
- Review home, and if necessary recommend staging, colorizing and placement / re-arrangement of furniture and/or accessories to enhance the property to potential buyers

## Week One

- Place lockbox on home and enter serial number into KIM web to track showings (within 24hrs from signing)
- Enter listing into Multiple Listing Service (MLS) (within 24hrs from signing)
- Take digital photography of home and add to the MLS listing (within 24hrs from signing)
- Develop a temporary color brochure for the property (within 2 days from signing) and place in home
- Enter listing into Realtor.com with multiple photos, scrolling marquee & custom verbiage
- Announcement email to all of Russ Lyon Sotheby's International Realty agents
- Order the professional photography, virtual tour and professional flyers (typically photography is completed within 5 days from order and up to an additional week to receive the flyers and virtual tour)
- Order professional signage
- Add sign riders, brochure holder for sign post
- Write advertising copy for periodicals, virtual tour and web sites
- Submit home for the Russ Lyon Sotheby's International Realty Website and Broker Tour (Attended by our company agents)
- Submit home for Tramonto Tour (attended by local area agents/brokers)
- Provide seller with additional information and suggestions about preparing the property for sale



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## Marketing Plan (continued)

### First 30 Days

- Prepare detailed listing book with floor plans, tax records, builder information, school/neighborhood information, etc. to leave in the home as a resource for visiting buyers
- Place professional high-quality brochures in the home
- Leave virtual tour CD's in home for prospective buyers to take with them
- Upload virtual tour to the Multiple Listing Service, REALTOR.com, efineliving.com, russlyon.com and to the equitablerealestate.us web sites
- Add listing as a 'Featured Home' at the TramontoAZHomes.com and Realtor.com web sites, includes detailed property information, additional photographs, flyer and virtual tour
- Add listing as a 'Featured Home' at the SothebysRealty.com web site, includes detailed property information, additional photographs, flyer and virtual tour
- Home is visible on the popular search engines of Google, Yahoo, Excite, MSN and others
- Just listed postcards are mailed to the neighborhood

### Ongoing

- Follow-up on all showings
- Review the most recent neighborhood market activity, recent SOLDS and NEW LISTINGS
- Reporting to the client on all showing activity and feedback on a consistent basis
- Revise advertising verbiage in periodicals
- Try innovative marketing ideas to increase public and area REALTOR exposure
- **Network, Network, Network** with both associate and competitive REALTORS at office meeting and RMS (REALTOR Marketing Session) meetings and tours
- Email copies of advertising to the client on a consistent basis
- Check on the security and condition of vacant properties on a consistent basis to maintain the best showing potential
- Prompt return of calls, emails and inquiries from homeowners, prospective clients and REALTORS
- Ongoing reanalysis on a consistent basis of recent marketing activity, current pricing and showing condition of home



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