

MARKETING SYSTEM

(*MOST NET, LEAST amount of TIME with LESS STRESS / INCONVENIENCE)

STRATEGY

- **Pricing Strategy**

(Pricing is **80%** of the marketing!)*

* “AS IS” - “QUICK SALE” - “TRADITIONAL”

* 3 Pricing Strategies

- **MLS** (95% Rule*)

95% of the time when a prospect BUYS a home, they buy a different one than the one they were originally interested in.

MESSAGE: It's the **MLS** that is marketing houses (**NOT** agents)!

- **All That Other Stuff.....**

- **“If I Could Would You?”**

TACTICS

ON SITE MARKETING TACTICS

- Yard Sign
- Property Flyers (In Home Showings & Yard Sign Holder)
- Open House(s)
- Professional Photos / Visual Tour Video / Drone Photos

ON-LINE MARKETING TACTICS

- MLS
- Websites: Agent; Company; **HUNDREDS** of other sites.
*See 'Where Listings Go' promo



(B) Where Listings
Go.pdf

- Personal Property Website (Realbird.com etc)
- FACEBOOK; INSTAGRAM; Craigslist Ads
- E-Flyers to agents (GTR = 14,000)

TARGET MARKETING TACTICS

- 'Just Listed' PC (**100**) in the neighborhood
- Circle phone campaign*
- (10) – (10) – (20) DOORKNOCKING*
- VIP Notification (Direct to selected area agents 'STELLAR')
- FARM Notification* (D-Mail & Email)
- Direct to Buyers
- Targeted Buyers

SELLER TO BUYER INCENTIVES
(REIMBURSABLE)

FREE Home Inspection (\$300 – 350)

FREE Survey (\$350 - \$400)

FREE Appraisal (\$350 - \$450)

FREE Home Warranty (\$450 - \$500)

FREE Flood Map Confirmation (\$25)

TOTAL AVERAGE = **\$1475 - \$1725**

VS

(20% RewardsPLUS! = **\$1242**)