

## Designed for your property

A marketing plan will be developed specifically for your property. It is designed to obtain the highest price in the shortest period of time. Every element of the plan utilizes proven techniques that leverage opportunities to showcase your home to people that can either buy your home or help us find the right buyer:

- ❑ **OPTIMIZE** your home's potential through recommending STAGING changes proven to provide greater financial returns and a quicker sale.
- ❑ **PRICE** your home strategically considering, current market conditions, competition and trends.
- ❑ **POSITION** your home to show off its best qualities through PROFESSIONAL PHOTOGRAPHS and compelling descriptions utilized in collateral materials given to agents and buyers.
- ❑ **EXPOSE** your home with 4 FULLTIME TELEMARKETERS, open houses, 800 Info-Home Line, neighborhood door knocking, yard signs, flyers and brochures.
- ❑ **ADVERTISE** your home on, MLS, virtual tours, over 350 INTERNET feeds, our website, real estate periodicals, and social media platforms.
- ❑ **INTERNATIONAL EXPOSURE** when your home is advertised to over 118,000 Keller Williams Realty Agents located in over 700 market centers across the globe. WE ARE THE RELOCATION HEADQUARTERS.
- ❑ **PROMOTE** your home to: top agents in the area, over 2,800 active buyers in our database, indirectly through our radio advertising and proactive telemarketing efforts. OVER \$20,000/MO SPENT ON MARKETING AND ADVERTISING.
- ❑ **GUARANTEED SALE PROGRAM** If someone wants to buy your home, but must sell their home first, I'll buy it! This eliminates contingency sales.
- ❑ **RESPOND** quickly and effectively to all inquiries regarding your home.
- ❑ **QUALIFY** prospective buyers of your home prior to presenting any offer.
- ❑ **FOLLOW UP** and encourage feed-back from, agents that have shown your home, potential buyer's we have shown it to and open house visitors.
- ❑ **COMMUNICATE** with you frequently regarding, interest in your home, recent activity, potential buyers, agent feedback, recommended changes, pending and accepted offers.
- ❑ **NEGOTIATE** the best price and terms for you, proven by our 103% List to Close Ratio and over 6000 successfully closed transactions (highest in MLS).
- ❑ **SATISFACTION GUARANTEE** If you are not 100% satisfied with our services, you may cancel at any time.
- ❑ **RESULTS DELIVERED** The MAINTHING that sets us apart is we absolutely get it done! Validated by over 6000 "Raving Fan" customers and valued relationships! **Over one billion dollars in sales!**



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