

My Marketing Plan

- Input into both the **super regional MLS** and **MAP MLS** Internet systems
- Office tour and flash to other Coldwell Banker offices
- Create a feature sheet
- Create a color brochure with pictures
- Attach a lockbox and sign to your home (when possible): this will maximize your exposure to the public
- **Attach a flyer box to the sign** with information about your home so your home is advertised **24 hours a day – 7 days a week**
- Mail “**just listed**” cards
- Notify your neighbors that your home is for sale; neighbors are an excellent source of prospects, often they know of someone in their circle looking for a home just like yours.
- **Target marketing to REALTORS®**, the “**top agents**”: in our business **93% of the business is done by less than 7% of the agents.**
- **Call my past clients for referrals:** my past clients are a “rich” source of potential buyers
- **Target marketing to potential buyers through my sign rider with toll-free phone number so they can access information on your home 24 hours a day, 7 days a week.**
- **Call all my current prospects:** one of my current prospects may want to buy your home
- Broker open (have a schedule)
- Sunday open houses when possible or feasible
- **Advertising schedule:** writing ads/Pioneer Press, Chicago Tribune, www.JudithWeiner.com, www.ColdwellBankeronline.com, www.ColdwellBanker.com, www.REALTOR.com, Coldwell Banker previews® exceptional properties magazine and the Wall Street Journal (for previews® properties)
- Progress reports
- A **21 day review** of marketing & price
- Recommend improvements to add to salability of home
- Thoroughly explain the selling process
- Present and explain all offers
- Follow up leads from all ad/sign calls
- Work with the appraiser to ensure accurate appraisal
- Keep owner updated as to progress of the file after the sale
- Coordinate closing
- Attend closing to answer questions and ensure accuracy and understanding
- Be honest, straightforward & direct with all communication
- Our name recognition & our statistics speak for themselves - we are number #1 on the North Shore as well as the entire Chicagoland area.
- Our fabulous location brings many walk-ins into the office
- Up desk has real estate agents answering questions about home, 8 hours a day
- Open 7 days a week
- In house mortgage company – Coldwell Banker/Cendant mortgage
- In house title company - Burnet Title
- Mandatory errors & omissions insurance for **all** agents