



REALmarketing Plan Checklist

A listing presentation should be structure, seller-focused and sequenced logically. This outline will help you place all your services into the correct category to be presented to your sellers.

Marketing Management

Experience

- Years in business
- Designations
- Industry awards
- Mission/Values
- Number of Sales Associates
- Number of Sales Offices
- Ranking: National, State, Local
- REALTOR® Code of Ethics
- Fair Housing adherence
- Experience from previous career

Production

- Production volume: current, lifetime
- Production units: current, lifetime
- Units/Volume per person
- Market specialization
- Market Share in seller's area

Performance statistics

- Sale to List ratio
- Days On Market
- Expiration Ratio
- Average price

Satisfied Client testimonials

- YouTube video testimonials
- Client letters
- List of sales
- Client Surveys

Team Support

- Primary agent
- Support agent
- Buyer agent
- Marketing person
- Transaction coordinator

Availability

- Cell phone
- Voicemail
- Text
- Email
- Website
- Private phone number

Social Media

- LinkedIn
- Facebook
- Twitter
- Others

Exposure to Agents

- Property Information
 - Accurate property data
 - Compelling sales copy
 - Professional photos taken
- Distribution and marketing
 - Placement into Multiple Listing Service (MLS)
 - Office Associate Tours
 - Agent open houses
 - Personal agent networking
 - Agent coffee card drawing for showings
 - Agent vacation contest

Exposure to public

- Professional photography
 - Must appeal to online showings
 - Professional photos required
 - Higher quantity uploaded
 - High Dynamic Range (HDR) photos
 - Unique perspective: crane, aerial, drone, etc.
- Online marketing
 - Website placement
 - Yourcompany.com
 - Realtor.com
 - Other.com
 - Social media
 - Photos
 - Virtual Home Tours
- Local Marketing
 - Brochures
 - Postcards
 - Home Guide and Magazine Advertising
 - Other Print media
 - Direct Mail Marketing
 - Television Showcase
 - Company marketing
 - Classified advertising (or not)
- On-Site Marketing
 - Yard Signs
 - For sale sign information brochure boxes
 - Just listed / Just sold
 - Open Houses
 - Directional arrows
 - Custom sign riders
 - In-house placards

Secure Prospects

- Availability to respond
 - Phone answered by live person, not voicemail
 - 24-hour service
 - Property hot line
 - Call capture technology
 - Website form response systems
- Prospect Capture
 - Handling of customer inquiries
 - Prospect lead delivery procedure
 - Prospect tracking
 - Qualify Prospects
 - Prospect follow up

Demonstrate the Home

- Home enhancement
 - Home Improvement Services
 - Assist with preparing to sell staging
- Secure showing appointment
 - Showing appointment systems
 - Showing notification procedure
 - Appointment center
 - Access and security
 - Lockbox
- In-home marketing
 - Photos: aerial, seasonal, day/night photos
 - Energy data assembled
 - Lender/Financing analysis
 - Lot line marker
 - One Year Home Warranty
- Progress reporting
 - Ongoing communication
 - Seller designated website: feedback, progress, documents, etc.
 - Feedback and comments
 - Marketing adjustments
 - Preferred communication: voice, email, text, other

Secure an Agreement to Purchase

- Selling and closing skills
 - Asking for the order
 - 3rd party objectivity
- Negotiation techniques
 - Low offers
 - Multiple offer procedure
 - Agency and representation for in-house offers
 - Contingent offers

Closed Transaction

- Closing/escrow process management
 - Financing Secured
 - Closing and processing systems
 - Closing progress and status reports

Title work

Document management

Web based document access and retrieval

DocuSign

Ancillary Services / Specialty divisions

Mortgage

Title Insurance

Homeowners Insurance

Home improvement services

Relocation management

Luxury homes division

New homes division

Condominium division

Listing Contract

Exclusive Listing Contract terms

Marketing Satisfaction guarantee

Easy exit agreement

Commission

How split among companies and agents

Payout to attract co-op sale

Net Equity Check

Secure process for wire transfers

Delivery of final net equity to seller

Arrangement for buyer access to property

Check out our Client Videos.

“Selecting Your Real Estate Agent” leads your sellers through these exact same steps to establish a basis for your presentation.

Send from or play on your mobile device. Get listings, priced right, prepared to sell.

<http://realestateconsumervideos.com>



Preparing Your Home To Sell

Pricing Your Home To Sell

Selecting Your Real Estate Agent

8 Steps To Buying A Home

Expired Listing

Selling By Owner

Secure Prospects and Educate Clients with Online Video

Our educational streaming videos, created **FOR YOUR CLIENTS**, teach the fundamentals and complexities of real estate, so they are better prepared to work with you. Let us help provide that extra touch so you can be a more effective, credible and reputable agent.

Educate clients before appointments
Send a video before appointments to increase your closing ratio. Video is a great way to add value and create loyalty.

Provide content on social media
The key to social media is being relevant...providing content that meets the needs of consumers. Discuss the key points of these videos on social media to add interest to your posts.

Mobile app available
Stream videos right on your mobile device during a presentation, or use the app to send videos to clients via your contacts or e-mail.

Get notified
You'll get an e-mail when the client has viewed the video, so you know when they're engaged.

Personal Branding
Videos watched on PC/Mac are watermarked with your contact information, keeping you top-of-mind.

Capture leads on your website
Embed videos directly on your website, and guide prospects to them through marketing, allowing you to capture leads while providing valuable content (available only with premium/showcase subscription*).