



# Marketing plan

## Phase 1. Preparation/Getting Ready



Enhancing Your Proper

Improvements, alterations, landscaping, staging

### Marketing Preparations

Schedule professional photography

Custom property brochure, direct mailers, and E-blasts will be designed

and ordered by our in-house marketing/advertising studio

Social marketing will be designed by our in-house marketing/advertising studio

## Phase 2. Introducing Your Home's Story

Input into the MLS – Upon receipt of photography

Brand new for sale sign

Door knock surrounding communities

Agent E-blasts to 30,000+ realtors sharing our new listing

Social E-Blast to 2,000+ potential buyers

Strategic public relations exposure

Brochure & flyer distribution

Targeted mailing

Print advertising

Internet marketing

Broker preview hosted by Mason|Taylor Team

Open houses hosted by Mason|Taylor Team on Saturday & Sunday (discretionary)

### Showing your property

Creating the proper first impression

Private tour, highlighting property features (No Lock Boxes)

Knowing the competition & understanding the market

Demonstrating opportunity

## Phase 3. Creating & Monitoring Interest

Marketing

Networking – Making sure all parties are aware of our offering

Broker previews – Hosted by Mason|Taylor Team

Open houses – Hosted by Mason|Taylor Team

Online advertising

### Constant Communication

Establishing a method and an interval

Communicating marketing efforts

Communicating showing feedback every Friday

Communicating open house activity every Monday

Schedule an automatic email with all activity that pertains to your property

Changes in sale price



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# 3 Basic Pricing Strategies

## Conventional Pricing

Conventional Pricing, we are pricing the home at the high end of the price range or beyond, typically 10 to 20% above fair market value.

## Fair Market Value Pricing

This strategy calls for pricing the home at our best determination of Fair Market Value...looking at the most recent sales, the homes currently listed for sale, the level of market activity, and any trends in the market.

The goal of this strategy is to attract a larger pool of active and qualified buyers.

## Event Pricing

In this strategy, your home is listed at a price where every qualified and ready buyer in the price range can clearly see the value of your home.



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# Before we list Home presentation

## Discuss

Staging, Landscaping, Improvements, Repairs / functionality

## Marketing

- Online – centric focus (Premium placements on top public sites)
- Instagram & Facebook ads
- Pre-market door hanger distribution by our team to 1,000 neighbors
- Pre-market Open House held weekend prior to official listing
- For sale sign (brand new) placed in ground 7-10 days before official listing
- Custom brochure for open house & private showings
- Direct mail "Just Listed" piece sent to social list & 1,500 targeted homes

## Creating Your Property's Story

- Phenomenal Photography
  - That "one" shot
  - Creating the fantasy
  - Aerials
  - Setting the stage & expectations
- Compelling Creating Copy
  - Overview of property
  - Emphasis on distinct features
  - Surrounding community amenities
  - Custom Branded Video (examples provided via email)

## Pricing

- Broad to narrow market review
- Specific comparable review (Active, In Escrow, Sold)
- Discuss & identify sales range
- Review pricing strategies (aspirational, fair market, event)
- Discuss and select list price
- Schedule meeting to review pricing, interest & feedback



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# Officially listed

## First week

Enter listing into MLS 48 hours before first Broker Preview  
Broker Preview on Friday 11:00am – 2:00pm (e-blast sent to 2,000 agents at 9:30am)  
Evening soiree (optional) catered open house for neighbors, preferred agents & buyers  
Open House both days during first weekend (if possible).  
Following weekends at owner's discretion

## Feedback & Frequency

Open House provided same day (via text, email or phone call)  
Number of groups, positive & negative feedback, interested parties  
Private showing log provided weekly  
Agent, date, feedback, status (follow-up until they write or out)  
Real time market updates on relevant comp activity (COLLECTIONS)

## Access

Open House scheduled on Monday for the following weekend  
Private showings (24-hour notice standard)

## Showing Expectation

A lockbox will NEVER be used for showings  
Dylan, Mark or Andrew will accompany every buyer during open house  
and private showings

## Progress Review

Activity  
Interest  
Feedback  
Market Activity  
Course correct?

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# Negotiation, opening escrow & a successful close

## **Breakdown of offer negotiations**

First contact  
Purchase agreement  
Request for Repairs  
Appraisal

## **Providing escrow timeline & setting expectations**

## **Scheduling inspections, vendor & repairs (if necessary)**

## **Seller disclosures delivered up front**

## **Constant lender communication**

## **Preparing for the move**

Utilities  
Movers  
Cleaners  
Disposal

## **Key & remote transfer Deep breath... Congrats!**

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