

Overview: Home Sales Business Plan

Barbara Charlton, GRI, REALTOR®



| Program Components | Included |
|---|---|
| Expert Market Analysis Properly priced homes ARE STILL SELLING! | ✓ |
| Preview Competitive Listings Don't just look at the stats; we'll tour the competition together | ✓ |
| Your Home's <u>Exclusive</u> Website Buyers can find your home fast with your own Web page | ✓ |
| REALTOR® Marketing Email up to 28,000 REALTORS® so they go directly to YOUR property | ✓ |
| Realtor.com Showcase Enhanced Listings Attract more attention with multiple photos, virtual tours, and more! | ✓  |
| Maximum Exposure on 30+ Websites As many as 90% of all buyers find the home they buy on the Internet | ✓ |
| Professional Staging Included An investment I make for the optimal presentation of your home | ✓ |
| Direct Mail Campaigns <i>Just Listed and First Open House</i> postcards inviting 100 neighbors to spread the word | ✓ |
| <u>Exclusive</u> Market Snapshot Updates Find out who just listed, who lowered their price, and sold prices | ✓ |
| Detailed On-Site Marketing Book Your home and area details professionally presented on-site, plus take-aways for visiting buyers | ✓ |
| All the Standards Yard signs, directional signs, professional 4-color brochures, and electronic tracking lock box | ✓ |
| <i>Continued on Page 2</i> | ➔ |

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I am a licensed Minnesota real estate agent.
If your home is currently listed, this is not intended as a solicitation.

| Program Components (continued) | Included |
|--|----------|
| Enhanced StarTribune.com Listing Your home is showcased to subscribers and non-subscribers alike | ✓ |
| REALTOR® Marketing Email blasts ensure up to 28,000 REALTORS® know about YOUR property | ✓ |
| Custom Virtual Tour Let buyers "tour" your home 24/7! Detailed tours tell people what you love about your home and the neighborhood | ✓ |
| Progress Reports 24/7 Check your Marketing Report link to see all activity on your listing | ✓ |
| Bi-Weekly Market Snapshot In-depth analysis of recent sales, time on market, and the competition | ✓ |
| Strategic Print Ad Campaigns While print ads are becoming less effective, strategically placed ads can reach non-Internet buyers | ✓ |
| Continuous Communications I am always available for feedback, strategizing, and collaboration | ✓ |
| Expert Buying Advice Let me help you make a smart decision on your next home. I specialize in hard-to-find properties! | ✓ |
| Best-of-Breed Systems Comprehensive management system guarantees program execution | ✓ |
| Cleaning Crews and Licensed Contractors I have entire teams at your ready to prepare your home for sale | ✓ |
| | |

To find out more about the most comprehensive home sales business plan available, call

612-414-6721

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