

THE LAFORET TEAM'S Advanced Marketing Plan

Standard Realtors' Marketing

1. Evaluate market conditions and listing price with seller.
2. Suggest/advise seller of any changes to the property to make it more appealing to buyers.
3. Take pictures of property for marketing
4. Use keybox to facilitate showing accessibility.
5. Put up "For Sale" sign after listing.
6. Submit home & photos to MLS

Advanced Marketing by the Laforet Team

7. "Eblast" Email marketing pieces to database of Realtors, lenders & Kim's past clients including Sneak Peak market teaser
8. Develop flier marketing packet to be displayed at sellers home during showings
9. Post listing to the Team's personal website www.LaforetTeam.com
10. Contact potential buyers from list of personal contacts.
11. Market via print media, internet, direct mail, email & word of mouth.
12. Enter listing on Internet & Social Media outlets
13. Discuss market status of listings at weekly Laforet Team meeting.
14. Contact seller regularly to discuss recent showings/ prospective buyers
15. Re-evaluate, with Seller, market conditions/status and current pricing plan.
16. Contact agents who have shown the property and discuss their prospective buyer.
17. Stay up to date on current technology trends and incorporate into business structure
18. Radio and TV Team institutional advertising
19. Strong social media presence; & "In case you missed it" posts

Top 6 Questions to ask your Realtor

1. Do they have a full-time staff working to get my home under contract & closed? **The Laforet Team has 5 Realtors on staff**
2. How many homes did they sell in the past year?
In 2015 The Laforet Team sold 119 homes.
3. What is their average sale price to list price ratio?
The Laforet Team's ratio is 96%
4. How many years of experience do they have?
Combined, The Laforet Team has over 85 years experience
5. What is their average market time?
The Laforet Team's average market time is 47 days
6. What is their office's market share?
Coldwell Banker Hubbell BriarWoods has the highest; 34%

Why you should LIST with the LAFORET TEAM

Top ranked Team with over 80 years combined, generational experience to get you the best possible price in the least amount of time.

Our education vs. "selling" approach. As a result, our repeat business far exceeds that of the competition (86% repeat/referral business) giving us a broader network to market your home to.

Strong negotiation skills to create a win-win scenario is our goal; knowing what's MOST important for OUR client. You need not only a good, but an excellent & experienced negotiator for you.

Our business is geared toward target, not mass, marketing. Mass marketing is a thing of the past; new marketing targets the potential buyer/seller of a property by knowing demographics of our market.

With almost 1000 Realtors in the Greater Lansing area alone, it's important that many of those agents know and feel comfortable working with us. Our volunteer time teaching classes, serving on committees and attending functions with our peers creates an atmosphere that other agents will want work with us to sell your home.

We handle our marketing "in-house" so that the ideas and formats are unique to your property; pointing out the major assets that will make your home stand out from the competition.

We don't play real estate lottery; we strive to be proactive vs. reactive in our approach on pricing, marketing and finding the right home for our buyers. You will always hear what needs to be said from us; knowing that the truth is not only the best approach, but our only approach to you.