

Marketing Plan Timeline

1

Planning

- Visit your home and answer questions
- Prelisting Presentation
- Broker performs CMA (Comparative Market Analysis)

2

Market Analysis

- Gather essential details
 - Improvements, important features, square footage, acreage
- Provide fair market value

3

Property Enhancement

- Recommendations to increase marketability
- Seller makes improvements and repairs

4

Listing Appointment

- Visit your home to complete and sign listing agreement, disclosures
- Discuss and determine broker compensation, listing price, seller's net proceeds
- Review marketing plan

5

Pictures/Videos

- Schedule a day/time to capture media for listing and advertising

6

Listing Goes on the Market

- Your broker's marketing begins
- Open houses
- Showings by appointment
- Review Offers
- Negotiation