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According to data from the Consolidated Multiple Listing Service for the most recent 12 month period, the average length of time for a home to go under contract from the point it is listed was 93 days. Therefore you must have a plan "for the first 100 days" and not just the first couple of weeks. Homes priced within the indicated market value sell the fastest so it is important to check and update sales and new listing data at least every 30 days

## Days 1-30

Fill out all required paper work and provide copies to you.

Input data into CMLS (the multiple listing service)

Install temporary For Sale Sign

Take photos and upload into MLS.

Digital distribution to over 700 websites begins order 200 post cards sent out to the neighborhood.

Post sign installed

Video tour scheduled and completed

Enhance listing on Zillow, Realtor.com, RealEstateAOL.com and Yahoo Real Estate

Create electronic flyer and send out to local Coldwell Banker branch offices, as well as cooperating brokers in MLS

Post video to Facebook and boost other social media

Create a unique URL for the property

Electronic flyer sent to my sphere of influence.

Schedule a tour with MT office, and also the local branch office closest to the home.

Facebook ad

Distribution on social media networks; twitter, plus.google.com Instagram and Pinterest

## Days 31-60

Update CMA and market statistics for the seller

Review InSight Online Showing Report to track views

Create feedback sheet and custom flyer with any updates to property.

Personal note to top 25 agents selling homes similar to yours

Host an Agents Open House.

Review feedback with home owner, and adjust marketing plan accordingly.

Plan and advertise consumer open house

Consider any property enhancements (landscape, painting etc.)

Host an open house for the public. Review Feedback with seller.

Update CMA; consider a new price

Run print ad in local newspaper or popular magazine.

Run second Insight Online showing report and adjust marketing home through our digital/online campaign.

## Days 61-90

Update video and all marketing material to reflect any changes in marketing strategy and price

Send note to all agents who have shown the property on new price

Send second group of postcards with updates to property, while also providing links to URL, YouTube video or website, to anyone who has seen the property

Follow up calls to agents who have shown the home and also been to the Open House.

Plan and promote second consumer open house

Update CMA for third time.

Hold a second consumer open house

Tour property with Branch Manager for additional perspective

Run third InSight Online report and adjust marketing strategy for the home through online and digital campaigns.

## Repeat

In addition to a Marketing Strategy, every home must have a pricing strategy. If, after 90 days the Marketing Strategy has not produced a buyer, then a Pricing Strategy must be adopted to insure the home is priced in the lower 1/3 of competing listings in order to attract attention.

Once that is complete we will repeat the entire 90- day cycle as if it were a new listing on the market