



MARKETING YOUR HOME

Our Goals:

To help you get your home sold fast at the highest price possible.

To help put you in the strongest negotiating position possible.

To make it easier for you and reduce surprises.

YOUR MARKETING PLAN

- **Pre-Inspection.** We will have the major systems in your house inspected to reduce your risk of any surprises when negotiating with a buyer and to make your transaction smoother. (optional)
- **Pre-Title Commitment.** We will order (at our cost) a pre-title commitment to reduce your risk of any title problems at closing.
- **Staging.** We will assist you with preparing your home for sale.
- **Pricing.** We will assist you with pricing your home based on the three pricing strategies. This will help you to set the best price on your home so that it will sell within your time frame.
- **Marketing System.** We will enter your home into our marketing/information system.
- **Relocation Program.** Information on your property will be shared with our relocation team.
- **Yard Sign.** We will place one of our Professional Real Estate "Sale" yard signs on your property.
- **Color Brochure.** We will prepare a full color brochure to give to potential buyers and place inside the home.
- **Professional Photography.** We will have our award winning photography team photograph your home to highlight its very best features. They will color correct and enhance the quality of the photos.
- **Lock Box.** We will place a lock box on your property to increase showings. It allows us to manage/see who is entering the home, how long they were there and when they exit the home.
- **Multiple Listing Service (MLS).** We will enter your home's information into the MLS, including a compelling property description with the optimum number of quality photographs to enhance your homes online presence.
- **Showing Card.** Will be created and made available to buyers during showings, which will include any information a buyer might need to evaluate your home.
- **Video Tour.** We will create a video tour of your property and attach it to your listing on MLS.
- **Internet.** Your listing will feed from the MLS onto Zillow, Trulia, Realtor.com and every Real Estate Brokerage or Real Estate Website. We also include digital advertising.

YOUR MARKETING PLAN


- **Open House Events.** Hold multiple open house events to include broker open house events. We leverage these events by coordinating customized advertising campaigns through press releases, newspapers, social media outlets and website listings.
- **Mail to Neighbors.** We can mail a color postcard of your home to your closest 100 neighbors.
- **Door Knock Neighbors.** To scout and find potential buyers. Neighbors are a wonderful source of advertising.
- **Agent tours.** We will bring other listing agents in the area through the home for feedback and to direct more buyers through. (optional and if needed)

- **Network.** Share your home with top-producing area Realtors on a daily basis, by telephone, email, direct mail and social media sites.
- **Transaction Management.** Our full-time transaction managers will manage all of your transaction details to ensure that your contract closes on time – and you can move on time.
- **Share.** Present your property with past, present, and future prospects interested in the type, area and price range of your property.

YOUR COMMUNICATION & SUCCESS PLAN

- **Communication.** Keep you informed regarding showings, inquiries, advertising, feedback and overall activity on a weekly basis.
- **Property Management.** Visit the home weekly to regularly check on the house, flush toilets, run water, check on vegetation, refill marketing materials and more.
- **Document Preparation.** Assist in the preparation of all necessary Seller Disclosures as needed.
- **Negotiation.** Review all purchase offers with you as they are presented and negotiate on your behalf to secure the highest and best offer for your home with terms that are favorable and protective of you.

- **Appraisal.** Attend the appraisal to emphasis value, upgrades, location and amenities to Appraiser.
- **Tile & Escrow.** Once the property is under contract, monitor and inform you of the progress of the transaction including all contingencies, conditions and loan status of the transaction.
- **Closing.** Review the Closing Settlement Statement to ensure accuracy of fees and net proceeds. Ensure net proceeds are delivered to you. Provide copies of all documents signed throughout the transaction.
- **Follow-up.** After close to ensure satisfaction.

 (602) 733-2278 Direct

 AndreaS4Group@Gmail.com

 AndreaGarciaRealty.com

 Let's connect on social media!



Andrea Garcia
A TAILORED APPROACH TO REAL ESTATE