



[www.LADowntowncondos.com](http://www.LADowntowncondos.com)

[www.Prebrokerage.com](http://www.Prebrokerage.com)

## EXCLUSIVE LISTING MARKETING PLANS

### Company Objectives

- 1 To expose your home to the maximum number of interested and capable buyers;
- 2 To educate all interested prospects on the unique features and lifestyle benefits your home offers;
- 3 To help you get the highest possible sales price for your home;
- 4 To make the listing and sales process easy, convenient, and problem-free for you;
- 5 To educate and assist you in the most effective ways to present your home for the greatest buyer impression;

### Premier Marketing Plans

- 1 Submit your home listing for exposure to thousands of active agents in the Multiple Listing Service system, and All Major Real Estate Sites.
- 2 Present copies of your home listing to all of our company's active agents who, each day, work with interested and capable buyers;
- 3 Present you with professional advice on presenting your home to show exceptionally well, and sell for the greatest possible price;
- 4 Showcase your properties in our state of the office located in a high foot traffic area
- 5 Place your home on company weekly tour schedule to be examined by all our agents working with motivated buyers;
- 6 To promote your home in our company's monthly newsletter.
- 7 Promote your home to high net worth clients at company sponsored events
- 8 Create a custom publicity flyers about your home for personal distribution to each active agent in the community;
- 9 Showcase your property on most major search engine with access to buyers national wide, including Realtor.com, Trulia.com, Zillow.com,
- 10 Create a custom flyer of features and lifestyle benefits of your home for use by cooperating agents showing your home;
- 11 List your property on our exclusive Downtown website: [Ladowntowncondos.com](http://Ladowntowncondos.com)
- 12 Maximize showing exposure through professional signage;
- 13 Enhance convenience of buyer viewing by placing home on a key safe;
- 14 Promote your home to the public through Open Houses;
- 15 Promote your home by distributing flyers, brochures, and making personal announcements at real estate board meetings;
- 16 Educate you and potential buyers on the numerous methods of financing the purchase of your home;
- 17 Suggest constructive changes to your home to make it more appealing, and a sale more likely, to interested buyers;
- 18 Send a personalized letter to residents in your neighborhood promoting the features and lifestyle benefits of your home;
- 19 Keep you educated and up-to-date on listing and selling market conditions in your area;
- 20 Update you on all activity regarding your home: agent showings, open house attendance, agent tours, sign inquiries, etc.
- 21 Place your home listing in our exclusive Relocation Program national database;
- 22 Follow-up on all agents who have shown your home to answer questions, and further motivate buyer interest;
- 23 Ensure that any offers from buyers are pre-qualified and capable of closing on the purchase;
- 24 Represent you in contract negotiations with buyers to help generate the highest selling price for the home;
- 25 Coordinate escrow, financing, and closing activities on your behalf to ensure a smooth, hassle-free closing;