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The MORE Team



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Marketing Plan

There are only two elements to selling a house in a given location, size and condition: asking price and exposure. If the property doesn't have an asking price that bears some reasonable relationship to its value, then it is highly unlikely that it will get offers. On the other hand, the best priced home in the city won't sell unless Buyers know about it. Furthermore, the more Buyers that know about the property the more likely the Seller will obtain the best possible price.

And with the best combination of asking price and exposure to Buyers in the marketplace - and a little bit of luck - Sellers may receive multiple offers and get the best price for their property.

Thus, the marketing plan - the strategy your real estate agent uses to expose your property to potential Buyers - is of critical importance.

The following is the marketing plan designed by Cary Muhammad and the MORE Team for your property:

The purpose is to market your home to two distinct audiences: other real estate agents and the general public. Statistics show that more than 85% of home Buyers were introduced to the home they finally purchased by real estate agents. Additionally, 85% of buyers begin their search on the internet. Other activities such as driving around looking at signs, going to Open Houses, and searching newspaper ads account all together for the other 15%. I make sure my properties have multiple website internet exposure.

Cary Muhammad's 40 point Marketing Plan

Marketing Services

1. Conduct marketing consultation meeting to include pricing recommendation and marketing recommendations
2. Create a "property positioning statement" to help identify target prospect groups.
3. Provide Realtor staging recommendations.
4. Coordinate of "sale ready" seller-paid initiative to maximize property marketability and speed the closing process (to include: pre-appraisal, pre-marketing home inspection, needed repairs and termite inspection).
5. Set up home warranty during listing period to protect seller during the process and provide potential reduced repair costs.
6. Add property listing on the Multiple Listing Service (MLS), used by more than 6,000 agents representing buyers on the Westside and surrounding area. The listing includes: multiple photos, complete detailed description of your property which also highlighting its most attractive features.
7. Place property listing on company website.
8. Take photographs of exterior views, key rooms and special features.
9. Create "special features" room description flyers and install throughout property.
10. Create and reproduce a full color property brochure or flyer
11. Create an open house package included details of the property, descriptions of the home, area information, school information and neighborhood or buildings covenants, utility costs, property vendor list and other information as agreed by the seller.
12. Personal presentation during Keller Williams office meetings
13. Announce the property via voice mail system and email blast to all office agents

14. Install lock box if appropriate.
15. Internet ads with photo(s) and complete description of your property on KW.com, cyberhomes.com, Realtor.com, Listinglink.com, LATimes.com, CarySellsHomes.com, and all the major real estate websites.
16. Create a property website with multiple photos and virtual tour.
17. Add virtual tours and websites to CarySellsHomes.com and multiple websites.
18. Customize music and possible audio review of tours.
19. Place a photo ad in the MLS magazine used by Brokers to select the properties they view on the Broker's Open House day.
20. Advertise the broker's open on line and in the paper.
21. Send an E-Flyer to thousands of realtors and property flyer to my own client database
22. Create YouTube movie and submit on website. (Optional)
23. Install a Keller Williams FOR SALE sign in front yard.
24. Post a website rider on the post sign at the property.
25. Hold Broker's Open House on Tuesday and serve refreshments and Opening Open House for the public on the first weekend and serve refreshments.
26. Place photo ad in the appropriate classified Section of the L.A. Times announcing the new listing.
27. Place online for 30 days.
28. Place a Saturday section ad for any Sunday open house.
29. Place ad on Keller Williams's international website.
30. Submit listing to international Realtor.com.
31. Return all inquiries within a half hour.
32. Show property as needed.

33. Email detail reports of “hits” or inquiries from web sites.
34. Offer twice monthly reports on market activity in relevant area and price point.
35. Hold Open House every other Sunday or when works with family schedule.
36. Communicate weekly to you, the seller, regarding all calls showings, offers and marketing efforts
37. Have additional Broker's Open House on Tuesday caravan
38. Send out flyers for any price changes or to refresh interest.
39. Follow up on inquires and showings
40. Pre-qualify, when possible, all prospective Buyers

If you have read all of this information, you are ready to begin the selling process.

So call or text me today. Let's get your home SOLD!

MY DIRECT EMAIL IS: carysellshomes@gmail.com

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