

#### What to Discuss:

Listing Agreement & Disclosures

Marketing Plan

**Timeline** 

Getting your home ready

Pricing

What can I do to help?

Schedule Photography

Schedule Measurer

Schedule Pre Listing inspection

Restrictions for scheduling?

**NOTES:** 

#### **Property Details:**

Address:

Neighborhood:

Bedrooms:

Baths:

Square Feet:

List Date:

**Expirations Date:** 

Lot Size:

#### **Showings:**

Any restrictions:

Animals etc:

## Marketing

#### Presentation, Price and Exposure!

#### Off-Market

- Agent to Agent Networking
- Buyer and Seller Matching
- Schedule to get ready for MARKETING!!
  - inspection
  - o contractors
  - o photographer / videography

#### **Pre-Marketing**

- Print Marketing for Open Houses/ On market
  - 4-8 page Listing Brochure
  - o 1 page Listing Flyer
  - o 1 page open house flyer
  - Neighborhood Preview invitation
- Door Knocking or send invitations to neighborhood preview (social)
- Create Homestory on Website with pictures, description and video



## On Market - Stage ONE (First Week/Weekend)

- Signage in Yard
- Flyers in flyer box with QR Code
- Accurate and Appealing MLS description
- Confirm Proper Syndication to Zillow.
   Realtor & Homes
- Showing Scheduler through Broker Bay
- FaceBook Event for Open House
- FaceBook Ad
- Facebook Album
- Client to post on Facebook & Neighborhood Page
- Instagram "Just Listed"
- Youtube Full Video Tour
- MLS Video Tour
- Mass Email to Agent Network
- Neighborhood Preview with snacks and giveaway
- Open House weekend with snacks and giveaway
- Full Page in Haven Magazine (if applicable)
- Ad in Pilot Newspaper (RE/MAX Southern Coast)

## Marketing

#### Presentation, Price and Exposure!

## On Market - Stage TWO (Week 1 - Week 2)

- Facebook & Instagram Ad to targeted audience
- Youtube / Google Ad of house tour
- Youtube video of neighborhood & area
- Run ads for open houses
- Invite Team to come preview / video property to boost

## On Market - Stage THREE (week 3-6)

- Design and Run Facebook /Google Ad #2
- Property Post on Social Channels
- Send email to open house guest and agents that have shown interest

## On Market - Stage FOUR (week 7-10)

- Design and Run Facebook / Google Ad #3
- Property Post on Social Channels
- Mass Email to Agents
- Broker Open with Giveaway
- Discuss Showings / Feedback / Pricing / Comps / Etc.

## On Market - Stage FIVE (week 11-14)

- Design and Run Facebook / Google Ad #4
- Property Post on Social Channels
- Discuss Showings and Feedback

#### On Market - Stage SIX (week 15-18)

- Design and Run Facebook / Google Ad #5
- Consider Price Reduction
- Property Post on Social Channels
- Discuss Showings and Feedback

#### **Under Contract**

- Under contract social post
- Thank you for your patience Note and treat to immediate neighboors
- Email to Open House Attendees

GOAL: Maximum Exposure

# PRE LISTING LIST



- Clear off all counters:
- Remove personal accessories
- Tidy pantry
- Clear off refrigerator

Common Areas

- Remove some personal accessories
- Declutter, including furniture, if needed



- Remove 30% of items in closets
- Remove some personal accessories



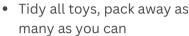
Replace bright bedding with neutral tones if possible





- Clear off all counters:
- Remove personal accessories
- Tidy storage

Gard





• Rake gravel, mulch etc. into its place





- Sweep front porch + add new welcome mat
- Plant potted flowers
- Trim & mow regularly
- Pressure Wash if needed



- Touch up drywall & paint
- Buyers look in closets too!!
- ☐Curb Appeal
- ☐ Clear off flat surfaces
- Replace burnt out light blubs & dust
- Declutter put away papers, mic.
- Depersonalize
- □Neutralize
- ☐ Make Repairs
- ☐ Clean
- Stage

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## PRE LISTING LIST

Notes / Dates / Goals / Homeowner and Agent list

- 1 PRE-LISTING
  - Get House Ready
  - Staging
  - Pre Listing Inspection
  - Schedule Contractors
  - Professional Photography
  - Videography
  - Measurer
- 2 ACTIVE
  - Open House Weekend
    - o Thursday Neighbor Social
    - Saturday & Sunday Public
       Open House
  - Showings
  - Marketing / Networking
  - Seller updated throughout



Here we will provide a comprehensive and personalized CMF. We take a in depth approach to pricing your home with local knowledge and data.

Call us today to get your personalized pricing including a seller net sheet to break down pricing, commissions and closing cost.

This will show you an estimate for your net profit.

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Notes:



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