



The

WORKBOOK

Here we will create a plan to get your home sold!

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:

Lot Size:

List Date:

Expirations Date:

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
 - contractors
 - photographer / videography

Pre-Marketing

- Print Marketing for Open Houses/ On market
 - 4-8 page Listing Brochure
 - 1 page Listing Flyer
 - 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

Dates / Goals & Notes:

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 neighbors
- Email to Open House Attendees

GOAL:

**Maximum
Exposure**

The PRE LISTING LIST

Kitchen



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

Yard

- Tidy all toys, pack away as many as you can
- Trim bushes & mow lawn
- Rake gravel, mulch etc. into its place



Common Areas

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

Entrance

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



Bedrooms

- Remove 30% of items in closets
- Remove some personal accessories
- Replace bright bedding with neutral tones if possible



Throughout

- Wipe down all blinds
- Touch up drywall & paint
- Buyers look in closets too!!



Bathrooms



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

- Curb Appeal
- Clear off flat surfaces
- Replace burnt out light blubs & dust
- Declutter - put away papers, mic.
- Depersonalize
- Neutralize
- Make Repairs
- Clean
- Stage

The **PRE LISTING LIST**

Notes / Dates / Goals / Homeowner and Agent List

The Timeline



Dates / Goals & Notes:

1 PRE-LISTING

- Get House Ready
- Staging
- Pre Listing Inspection
- Schedule Contractors
- Professional Photography
- Videography
- Measurer

2 ACTIVE

- Open House Weekend
 - Thursday - Neighbor Social
 - Saturday & Sunday - Public Open House
- Showings
- Marketing / Networking
- Seller updated throughout

PRICING YOUR HOME



Pricing is a science and important when going to market. I ran a CMA for your property.

During your listing consultation we'll make sure your goals align with market conditions and make a plan together!

Here we will provide a comprehensive and personalized CMA. We take an 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.

910-712-4747

Notes:



JORDAN

BRESSEALE
(Bruh-Zil)

On the Islands

📞 910-712-4747

✉️ jordan@jordanontheislands.com

📷 @jordanontheislands

▶️ North Carolina Beach Living



RE/MAX
SOUTHERN COAST

Follow me
@jordanontheislands

