

Listing Plan of Action for Sellers

Listing Plan Objectives:

1. To assist in getting as many qualified buyers as possible into your home until it is sold.
2. To communicate with you on a weekly basis the result of our activity.
3. To assist you in negotiating the highest dollar value... between you and the buyer.

Our “Pro-Active Approach”

How we will get your home sold!

1. Submit your home to our local Multiple Listing Service
2. Price your home competitively
3. Promote your home at our company sales meetings
4. Develop a list of features of your home for brokers to use with their potential buyers
5. E-mail a “Features Sheet” with photos to the TOP 50 agents in the marketplace to present to their potential buyers
6. Suggest and advise on changes you may want to make to your property
7. Constantly update you as to any changes in the market
8. Add additional exposure through a professional sign and lockbox
9. Host a Broker’s Open for cooperating brokers in the
10. Follow-up with *all* Agents who have shown your home for their feedback and response
11. Contact over the next seven days my buyer leads, center of influence and past clients for referrals and prospective buyers
12. Represent you on all office presentations to assure you in negotiating the best possible price and terms
13. Handle all the follow-ups upon having a contract accepted... all mortgage, title and other closing procedures
14. Deliver your check at closing

First Class Marketing

Patrick Parker Realty leverages forward-thinking and relevant marketing disciplines to attract the most qualified buyers to your home. Ask us about the marketing plan that will be customized to your needs!

Patrick Parker Realty

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