



Marketing Plan

Phone: 262-369-8920
Web: www.stevebergelin.com
Email: Steve@SteveBergelin.com



My Objectives Are The Following:

1. To get as many qualified buyers as possible into your home until it is **SOLD**
2. Effectively **Communicate** to help you make intelligent real estate decisions
3. To assist you in obtaining the highest possible **Net Proceeds** for your property with the least amount of problems in the shortest possible time.

The Following is My Plan for Marketing Your Home:

1. Immediately submit the listing agreement, profile sheet, and digital pictures to the **Multiple Listing Service**.
2. Obtain written **Comparable Properties** sold prices to justify our price to qualified buyers
3. Broadcast **Property Information Line** and assign a PIN number to your home to be placed on sign and all promotional materials.
4. Order Large **Realty Executives Sign** to be installed where appropriate
5. Install **Lock Box** to increase showing potential
6. Include your property with my **Internet Marketing Strategy** on all web sites. Includes additional pictures, custom write ups, red scrolling features, and quick response email.
7. Create **Full Color Marketing Data Sheets** to be given to all buyers at showings.
8. Arrange for Tours of your home by **Qualified Buyers**
9. **Promote** your home for maximum exposure to the other agents in the area
10. **Counsel** you as to any changes to make in your home to make it more saleable
11. **Inform** you as to any changes in the market place and their effects on the sale of your home
12. **Advertise** in effective publications
13. Schedule a **Broker's Open House** if applicable
14. Report **Feedback** to you of the results of showings on your home
15. Periodically provide you with a **Status Report** on all the activity and market data

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16. Promote your home directly to **Relocation Buyers** (out of area transferees) and through Realty Executives National Relocation
17. **Prequalify** Buyers and verify sufficient funds with cash transactions
18. Present all contracts and assist you in **Negotiating** the best possible price and terms
19. Handle **Follow-Up** on all issues of the transaction including earnest money, inspections, title insurance, homeowner's insurance, utilities, lien waivers, and pre-closing walk throughs
20. Review **Closing Documents** and coordinate the closing time and place. Presigning is available for your convenience which eliminates the need for you to attend the closing. Proceeds can be delivered to you in a variety of methods.



“SUCCESS THROUGH PERSONAL SERVICE”