



Marketing Plan

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HomeSmart



Pre-Listing

1. Consult with you and determine your desires and time frame; customize a plan tailored to suit your individual Arizona Investment Property needs.
2. Prepare and review with you a competitive market analysis (CMA) to ensure your home is priced properly and competitively. Be assured that I now focus exclusively on selling real estate. During the course of our relationship, I will wear the hat of “agent”, and my personal renderings of real estate values should not be construed or relied upon as an appraisal report.
3. Recommend improvements, required repairs, and tips for maximizing value.
4. Present an accurate net to seller sheet.
5. Consult with you on dressing your home for success and preparing it to appeal to potential buyers.
6. Sign required Arizona Investment Property documents
 - a. Listing Agreement
 - b. Property Disclosure, as mandated by law
 - c. Lead Based Paint Disclosure, as mandated by law
 - d. Agency Disclosure, which describes our respective roles in our relationship
 - e. MLS Data Input Sheet: I will collect physical data about your home to display
7. Discuss the importance of the following: Providing incentives to cooperating agents, pre-inspections, and your home’s availability for showings.

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1. Create a website exclusively for your Arizona Investment Property (e.g., www.123MainStreet.com) which will showcase your home’s features .
2. Create a virtual tour of your home to be included in the MLS as well as your individual website.
3. Market your home (and your website) in various local newspapers and publications.
4. Submit your home information and photos to multiple Internet listing sites including: Arizona Regional Multiple Listing Service, www.Realtor.com, www.BrianPetersheim.com, www.Homesmartintl.com & many more including being indexed on Google.com & Trulia.com.
5. Request feedback from all showings.
NOTE: Feedback from agents and buyers is critical in assessing your home’s strength and weaknesses. Many agents do not even bother seeking this information. Utilizing the latest technology, We have devised an Internet based system which automates this



process. If you choose, you can be involved every step of the way. Please consult us for more details.

6. Distribute “Just Listed” flyers/postcards in the neighborhood **NOTE:** Neighbors are an excellent source of prospects; often they know of someone in their circle looking for a home just like yours.
7. Prepare a customized and professional “HomeBook” for your home (containing demographic, employment, school and housing information) to be displayed for the benefit of potential buyers who view your home
8. Install a professional and attractive HomeSmart “For Sale” sign (if not restricted by deed)
9. Provide attractive color flyers
10. Add your listing to my personal sphere of influence mailing program.
11. Communicate with other agents and dozens of current buyers in our database. **NOTE:** When we know that an offer is coming in on your property, we can utilize my email-blast tool. This notifies every agent that has shown your Arizona Investment Property to convey to their client that you will be reviewing offers by 2:00 PM the next day, for example. So if their client would like an opportunity to purchase the home, their offer will need to be in by that time. This helps create urgency, and urgency can lead to multiple strong offers.
12. Arrange mortgage options for prospective buyers.
13. Continuous communication with you regarding the efficiency of my ongoing marketing efforts.
14. With your approval, install a Secure ARMLS electronic lockbox to facilitate previews and showings by other agents (please see brochure)
15. Return all buyer / agent inquiries immediately: Buyers are traditionally emotional, so time sensitivity is a must. We understand this, and that is why I am dedicated to communicating with others with a sense of urgency. Try it for yourself and call me at 1 (800) 207-6919.

THE CONTRACT

1. I will represent and advise you when an offer is made and during negotiations
2. I will review the contract with you before anything gets signed regarding your Arizona Investment Property
3. I will skillfully convey your interest to the buyer in a manner most conducive to maximize your opportunities and to negotiate the highest possible sale price for your property

CONTRACT TO CLOSE

1. I will timely communicate any potential problems
2. I will timely communicate any potential problems



3. I will be present at inspections and assist with repair needs
4. I will review settlement statement and all related documents for accuracy
5. I will attend the closing and assist with any last minute problems

Being a selling agent is a totally different skill set than being a buying agent. It's a lot more work too. If done right it is a win-win situation for the buyer and the seller. We are one of the TOP Maricopa specialists in the area. Whether we are in a buyer's market or a seller's market, each one presents a new set of challenges, opportunities, and obstacles. Having an experienced Real Estate Broker on your side with a team of experienced real estate agents, is your best ammunition to getting your home sold as quickly as possible for top dollar. Each home and each seller is unique. We will take many factors into consideration when planning our selling strategies for your home. Below are the high level steps that begin to outline the process:

CMA: Comparable Market Analysis

No doubt, setting the price "right" is one of the most important first steps. Prior to our first meeting, we will spend a significant amount of time studying the market value of your home against other homes recently sold in your immediate area. We will also review those under contract and currently on the market as well. Depending on your home's location and activity in the area, we will span outside the immediate area to gather further statistics.

Listing Agreement: Review and Sign

We will discuss and completely explain our listing agreement with you. You will be given estimated net sheets outlining all the costs involved with selling. We have extremely competitive real estate commissions that we will discuss with you.

Getting the Home Ready

We understand that it is not easy for you to put your home on the market. There's a lot of work to do: cleaning, organizing, even staging. If you are not moving out of the home while it's on the market, it's harder still. Yet, it is so important to have your home look it's best. There is just too much competition out there today to ignore this important step. We can help you with this. We do this everyday; we know what buyers want and expect. Ask us for suggestions!

Marketing Program: What Works

In a word: EXPOSURE. This is our forte. We get your home out there with many different forms of media. Most importantly, we have one of the strongest Internet presences in the area, which is probably how you found us. We have a suite of "Valley and Maricopa" websites such as this one



that covers the entire area. In addition we have many other smaller websites that target smaller niche areas. We also have multiple real estate blogs and utilize many different Internet websites to showcase your listing. We also employ some of the traditional selling techniques such as putting your home on the MLS (Multiple Listing Service), Realtor.com, HomeSmart.com, creating full color brochures, yard signs, virtual tours, brokers open, and periodic open houses. We have a full time marketing person who does nothing but promote our websites and listings. We will communicate our weekly progress with you, keeping you in the loop and informed of activity and feedback about your home.

Negotiation: It's a Skill

Another important strong point of ours is expert negotiation. Our experience in this field allows us to succeed at the negotiating stage of the transaction; knowing when to talk and when to listen is crucial.

Follow Through: Close the Home!

The details along the way to the closing table don't just fall into place. So much can go wrong. If this is not your first home purchase, you know exactly what I am talking about. There's so much to do in a short amount of time and there is no room for error. Inspections, possible repairs, appraisals, financing, insurance, and more. You can count on us to be involved every step of the way, leaving no detail to chance.

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