



Prepared by
Janet H. Ridder, ABR, CRS
Associate Broker

A Marketing Plan For You

PROMOTION IS MORE THAN A SIGN IN THE YARD & AN AD IN THE PAPER... I DESIGN A MARKETING PLAN JUST FOR YOU AND YOUR HOME

- > Install a specially designed yard sign
- > Submit your property to the on-line Multiple Listing Service for the Michigan Multiple Listing Services and provide you with a broadcast for your review
- > Perform a complete Comparative Market Analysis (CMA)
- > Provide market preparation suggestions to maximize your home's showing potential
- > Include your home as an important stop on our agent office tour
- > Notify neighbors that your property is on the market
- > Inform relevant clients that the property is for sale
- > Notify agents in other offices about the property
- > Hold a Brokers' Open House for the entire Grosse Pointe Board
- > Take appropriate marketing photographs of the property
- > Create and print a customized Home Highlight Sheet
- > Prepare special features cards
- > Hold timely Open Houses for prospects, if appropriate



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Marketing Plan (Continued)

- > Constantly monitor and record showing and open house results
- > Keep an eye on competing homes to maintain competitive position
- > Advertise the property in *Homes of Distinction* and/or *Homes Magazine*
- > Submit and monitor Internet Web traffic to the site of your home
- > Analyze different financing plans for prospects
- > Follow up with agents after showings
- > Update you with feedback on a regular basis
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