

# Our Marketing Plan to sell your home



15331 W Bell Rd., #212, Surprise, AZ 85374 623-869-9286

## **OUR OBJECTIVES**—We will work diligently with the following objectives in mind:

- ◆ To establish clearly **your needs** and how best to assist you with **your plans**.
- ◆ To sell your property for the **highest price** in the **Shortest time** with the least **inconvenience**.
- ◆ To **keep you informed** every step of the way and follow through until after the successful completion of the sale.
- ◆ To have as our goal your **complete satisfaction**.

## **OUR SPECIALIZED MARKETING PLAN FOR YOUR HOME**

As a Team we have a Marketing Toolbox that brings the skills of the whole team to work on getting your home **SOLD!**

- ◆ Place your home into the MLS system **immediately** after paperwork has been signed. This will let Realtors, who have buyers looking for a property like yours, know that it is available
- ◆ Pre-inspect your home and advise you how to prepare your home to look its best. Provide you with a Seller's Guide for valuable tips on presenting your home for sale.
- ◆ Promote through advertising. Make sure that as many pictures as possible are taken of your home and attached to your marketing on Realtor.com, Zillow, Trulia, homes.com, hotpads.com, Yahoo Real Estate and many more. Statistics show that buyers will on average search the Internet for about 10 weeks — this means that your home **must** be showcased on the Internet to bring as many Buyers as possible through your home.
- ◆ Immediately place a yard sign on your property—that will help attract buyers looking for homes in your neighborhood. Place a specialized flyer on the sign designed to make Buyers call about your home.
- ◆ Develop a **Comprehensive Information Book** on your property that will give information on utilities, schools, area shopping, and any other information on your home you feel a buyer should know.
- ◆ Conduct Open House to attract area buyers.
- ◆ Provide you with feedback from showings on your property.
- ◆ Separate lookers from buyers. Pre-qualify inquiring buyers and promote your home to buyers who are already working with other Realtors and have called from your sign. Make sure they have ALL the details to give to their Realtor.
- ◆ Provide constant professional advice and council throughout the sales process and ALWAYS return your calls in a timely manner.
- ◆ Show and SELL your house highlighting all the features with Showmanship.
- ◆ **Handle ALL the details. From beginning...**

1. **Negotiations**
2. **Preparing the legal documents**
3. **Inspections**
4. **Title Search**
5. **Closing**

...TO END.

*The Kersey Team*

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