

Basic Fourteen-Step Marketing Plan for Listings

1. Staging and Pricing Strategies
2. For Sale Sign, Ryder Signs, and Directional Signs
3. Tube or Box with Flyers and Distribution of Flyers in Neighborhood
4. Flyers in House/Home Book/Comment Cards
5. MLS
6. Web Listings with Virtual Tour (Strategic Placement)
7. House Featured in "Marketing Vehicle" (Calendar, etc.)
8. Open House Program
9. E-mail/Fax/Voice Broadcast
10. Track Showings/Collect Feedback
11. Target Marketing
12. Weekly Seller Updates
13. Property Caravans
14. Creative Marketing Ideas (10K, Cable, etc.)

Truth: The only real difference between agents is that some "list" houses and some "market" them. Are you a listing agent or a marketing agent?