

MY 46 POINT HOME MARKETING PLAN.

Contact: [Troy Schuyler](#) – CENTURY 21 THE Neil Company Real Estate Roseburg OR.

Here's what you can expect from me, as your listing broker:

1. Provide pricing recommendation to correctly price the home... the first time! Did you know that a bulk of your showings will happen within the first 30-45 days after listing?
2. Written Commitment to Service. My written commitment to you that if you're unhappy with my service for any reason, you can fire me.
3. Complete Market Overview & Trends.
4. Provide comparable active listings, current pending, and recent sold listings.
5. Provide a helpful "critique of the property and offer the seller suggestions to make the home appealing to buyers inside and out.
6. Help the seller identify potential home buyer "turn-offs" and offer suggestions.
7. Get the seller's opinion of special features and benefits of the home to help highlight ads and other advertising. The things that appealed to you the most about the home will probably be the same for the next buyer.
8. Take multiple pictures of the property for online and offline advertising.
9. Shoot a walk-through video tour of property explaining special features and benefits of the home.
10. Local & Regional Marketing, both online and offline.
11. Create branded single property website with walk-through tour and pictures at www.RoseburgHomesForSale.com.
12. Create single property website with virtual tour on Century 21 website.
13. Create unbranded single property website at www.ziphometours.com to share on RMLS.
14. Enhanced RMLS listing w/ link to unbranded video tour and up to 16 pictures.
15. Listing shared regularly on top 4 Social Media platforms. (Facebook, Google+, Linked-in, & Pinterest).
16. Weekly social media share to keep your home at top of mind awareness in the community.
17. Video Tour shared on top 3 video hosting sites. (YouTube, Vimeo, & DailyMotion).
18. Video Tour embedded into property blog post for easy social sharing.
19. Local SEO optimization for all online advertising for high search engine rankings.
20. Listing e-flyer and updates distributed to the roughly 100+ top Douglas County real estate agents who belong to the Million Dollar Club.
21. Network and share listing e-flyers and updates with the Douglas County REALTORS. This will expose your property to 200+ Douglas County Realtors immediately.
22. Listing e-flyer and updates distributed to 50 CENTURY 21 Neil Co. agents.
23. Electronic "new listing" flyer emailed to my growing newsletter subscriber list.
24. Notify my buyer leads, sphere of influence, and past clients by email.
25. "Just Listed" postcards mailed to the neighborhood.
26. Ads written for local advertising.
27. Ad submitted for News Review ad rotation.
28. Maximized exposure and showings with professional cross-arm 4x4 post sign and rider.
29. Flyer box and full color flyers installed at sign location.
30. 24 Hour detailed property information audio available at www.soundcloud.com
31. Corner signs installed on nearest corners (when possible).

32. Listing submitted for Realtor tour (with seller's permission).
33. New listing open house scheduled (with seller's permission).
34. Listing syndicated to CENTURY 21 The Neil Company website.
35. Listing syndicated to top real estate sites like Century21.com, zillow.com, HomeFinder.com, Trulia.com, Oodle.com, Yahoo!RealEstate.com, and more.
36. Listing syndicated to 500+ additional real estate search websites.
37. Create and submit HTML ad on Craigslist.
38. Announce new listing to our agents at the next office meeting.
39. Weekly property listing activity report. (Monday)
40. Weekly home seller notification of last week's activity and recommendations.
41. Notify home seller when we have showings throughout the week and provide valuable buyer feedback whenever possible.
42. Help explain the Seller's Property Disclosure Statement to the seller as needed.
43. Complete email ready property information kit for buyers.
44. Perform Reverse Prospecting Search to attract prospective buyers within the RMLS.
45. Local & Regional Marketing, both online and offline.
46. Assist the home seller in finding another property to buy, rent, or relocation when necessary.

Of course as the internet changes, and new marketing opportunities arise, I add to, adjust, and change some of the details in my home marketing plan to stay effective for my home selling clients.

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