

MARKETING ACTION PLAN

By Janine K. Chang, R

WEEKS 1 & 2: PRE-MARKETING PHASE

Home Enhancement Proposal

- Exterior Repairs
- Exterior Improvements
- Yard/Garden Landscape
- Interior Cleaning
- Interior Repairs
- Interior Improvements
- Staging

Research

- Title
- Seller's Written Disclosure
- Survey
- Encroachment
- Building Permits
- Home Inspection
- Legal Issues/Liens

Recommendations can be provided for you to interview and select or I can arrange 3rd party service providers upon request. Some research items will be provided by title & escrow.

Marketing Preparation

- Listing Agreement Signed
- Complete a Comparative Market Analysis
- Develop Pricing Strategy
- Photograph Property
- Develop Marketing Calendar
- Order Just Listed Postcards
Neighborhood
Top _____ Brokers on Oahu
- Identify Targeted Brokers (Sold in Area)
- Identify Buyer Profile

- Create a Story About the Home
- Write Advertising Copy
- Develop Property Fact Sheet
- Schedule First Brokers Open
- Schedule First Sunday Open
- Schedule Open House Guide Ad
- Schedule Homes & Land Ad or other
Magazine Ad upon space availability
and timing!

WEEK 3: MARKETING & EXPOSURE OF LISTING

- Load listing into the Multiple Listing Service with Photographs
- Install Yard Sign and Name Rider and applicable Property Riders
- Listing to be exposed on the following websites to include company website, personal website, HiCentral, Hawaii Information, Realtor.com & More
- Create a "Single Property Website"
- Blast emails to Selective Agents
- Market to Broker Network via phone calls and or emails
- First Brokers Open & First Sunday Open House
- Listor to provide feedback after the 1st Brokers and 1st Open House
- Listor to provide regular feedback to Seller via email and or phone

Week 3 Feedback: Number of Calls _____ Number of Showings this week _____
Recommendations: _____