



Liz J. Turner

Beach Realty & Construction

252-202-2156

obx4sale@gmail.com

Liz's

33 Step Marketing Plan

- 1) Preview & inspect your home & provide you with a list of recommendations to achieve success at the highest price.
- 2) Research & establish market value for your property using active listings & recent sales date.
- 3) Provide professional quality photography for your home....inside & out.
- 4) Provide drone photography where applicable. Will include drone stills & video.
- 5) Personally help you stage & prepare your home for the market.
- 6) Provide a virtual tour of your home. 70% of buyers find homes on-line. First impression is key!
- 7) Include a community description & photos in the listing to engage out of town buyers.
- 8) Mail up to 500 custom color post cards to targeted marketing areas.
- 9) Call local agents who have recently sold property in your community or near by.
- 10) If any repairs need to be made before going on the market I will provide you with a list of trusted vendors & help coordinate the repairs.
- 11) Prepare a full color custom flyer for your home to leave in the home for showings.
- 12) Have a pest inspection done for you at no cost to you.
- 13) Post a professional yard sign with my direct cell number to ensure immediate response to potential buyers.
- 14) Provide a lock box and make copies of your keys at no cost to you.
- 15) Set up a text message system for potential buyers to gain additional information on the property.
- 16) Contact surrounding neighbors to see if they know of anyone looking to buy in your area.
- 17) Feature your home on my website and across all my business social media sites for "OBX4SALE". Google it, its everywhere!
- 18) Feature your home in various print advertising such as Homes and Land.
- 19) List your home in the Internet Data Exchange so your home can be viewed on over 500 websites like Zillow, Trulia, Realtor.com etc.
- 20) List your home in the Outer Banks Multiple Listing Service (MLS) to expose your home to over 800 Realtors.
- 21) Prospect daily in an effort to locate buyers for your property.
- 22) Provide you with a Seller To-Do-Checklist which will guide you in preparing your property for showings.
- 23) Provide you with continuous market such as new listings, price changes and sold properties in your community.
- 24) Provide you with feedback after showings.
- 25) Promote your property at Beach's weekly sales meeting.
- 26) Provide you with a copy of your MLS Listing.
- 27) Provide you with a copy of the NC Offer to Purchase and Contract to review and become familiar with.
- 28) Change advertising regularly to keep it fresh and current.
- 29) Require that all offers include a pre-qualification letter from a lender.
- 30) Prepare a Seller Net Sheet to demonstrate your estimated closing costs and net proceeds.
- 31) Coordinate scheduling of appraisal and all inspections once under contract.
- 32) Negotiate hard for you through out the entire process.
- 33) Call you when it is closed and recorded.