**All items referenced in this Marketing Plan are available on Cabernet Corner within the Sellers and Listings tile unless otherwise noted. *Please note that this marketing plan will be adjusted to each Seller's home as needed or desired by SELLERS.***

### Denotes Florida Properties Group competitive points of difference.

**PRE-LISTING ACTIVITIES**

* + On first contact, use pre-listing interview questions.
	+ Make appointment with Sellers for listing presentation.
	+ Pull current tax record from MLS showing ownership, square footage, legal description and taxes.
	+ Run a Comprehensive CMA using kvCORE CORE Present.
	+ Print your Agent Resume to include in pre-listing packet (use MADI).
	+ Print My Experienced Team flyer to include in pre-listing packet (use MADI).
	+ Pull current school district information for Seller verification at listing appointment.
	+ Start a new listing transaction within Dotloop. Print a complete set for appointment. Print MLS Waiver form.
	+ Review and study all data from the CMA and other reports.
	+ Deliver or email pre-listing packet to Sellers. Make duplicate copies for your use.
	+ Email Chalk Digital listing video found on Agent Help Site.
	+ Preview active listings in the neighborhood and drive by the sold properties in the area.
	+ Take a picture of the subject property and prepare prototype listing flyer from MADI.
	+ Perform exterior "Curb Appeal Assessment" of subject property.
	+ Call Sellers to verify appointment time, asking them to review the pre-listing packet before the appointment.
	+ Review all listing appointment checklists and paperwork to ensure you have all complete files and information for appointment.

## MARKETING PRESENTATION

* Take your prepared materials, a yard sign and a notebook and pen to presentation.
* View the property with the Sellers. Make notes of all information on each room or area (what stays, what goes, repairs, room sizes, etc.)
* Discuss goals of the Sellers and what they are looking for (best price, shortest time possible, etc.)
* Review CORE Present CMA Presentation and explain your plan to market their home to the matched buyers.
* Review Showing Time reports and review the most active showing price range with Sellers.
* Talk with Sellers about questions they have on the information delivered or emailed to them.
* Review Marketing Materials with Sellers explaining competitive advantage of using Florida Properties Group.
* Offer pricing strategy based on your professional judgment and interpretation of current market conditions. Explain your job is that of a messenger between Sellers and the current marketplace. Work with Sellers on arriving at the price to "Test the Market."
* Agree on a price to market the home.
* Guide Sellers on short sales if they owe more than home's market value.
* Explain all listing paperwork and obtain Seller's signatures .
* Provide 2-10 Home Warranty information and confirm if they want Seller’s Coverage.
* Provide Seller with sample Estimated Proceeds Worksheet (use the CapstoneAgentONE App).
* Conduct property assessment and suggest changes and staging ideas to shorten time on market.
* Use an MLS wavier if home is not ready for market. This will give Sellers time to complete repairs and/or staging.
* If not delivered with pre-listing packet, leave Sellers with a "Seller's Homework" worksheet.
* Suggest pre-inspection to shorten time on market, possibly obtain higher price at contract time and improve negotiations after buyer's inspection.