**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 the SELLERS.***

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

**PRE-LISTING ACTIVITIES**

* + On first contact, use Seller Questionnaireto guide the phone call.
	+ Make appointment with Sellers for listing presentation.
	+ Send confirmation email same day, include Chalk Digital video
	+ Request Luxury Kit from your Agent Ambassador
	+ 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).
	+ Compile documents into the Pocket Folder provided in the Luxury Kit *\*Remove the Presentation Cover and notecard from the kit as you’ll need this in a different step.*
	+ Mail or Hand-Deliver pre-listing packet (Luxury Kit) to Sellers.
	+ Run a Comprehensive CMA “Win the Listing” using kvCORE CORE Present.
	+ Take a picture of the subject property and prepare prototype listing flyer (use MADI).
	+ Use image of subject property to produce Luxury Listing Presentation (use MADI) – option to print or share digitally.
	+ Pull current tax record from MLS showing ownership, square footage, legal description and taxes.
	+ Prepare other materials as needed for the appointment. Bind them within the provided Black Luxury Presentation Cover.
	+ 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.
	+ Preview 3 competitive/active listings on the market or in the neighborhood and drive by the sold properties in the area.
	+ 24-48 hours before the appointment send a text or email to the sellers with your agent branding video. (Use VideoBuzz or CORE Video. Visit the Agent Help Site to see the scripts we’ve prepared for you to film your own video)
	+ 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

* Dress for success, this is a luxury marketing presentation.
* Take your prepared materials, plus a notebook and pen to presentation.
* Ask the sellers for a tour of their home. Make notes using the Home Tour Checklist.
* Discuss goals of the Sellers and what they are looking for (best price, shortest time possible, etc.) Review the seller questionnaire and fill in any holes.
* Talk with Sellers about questions they have on the information delivered or emailed to them.
* 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.
* Review Marketing Plan & Materials with Sellers explaining competitive advantage of using Florida Properties Group. Reference Important Dates flyer & start filling it out.
* 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.
* Write a personal note in the provided notecard (in Luxury Kit) to thank your sellers for their time. Mail immediately following the appointment.