

CENTURY 21[®]

Affiliated



MARKETING
ADVANTAGE

CENTURY 21[®] Affiliated

I promise to go above & beyond.

Thank you very much for the opportunity to present this plan to market your home. I appreciate having time with you so that we can review the features of your home and understand your financial goals and time considerations.

You will receive relentlessly dedicated service when you select me and Century 21 Affiliated to represent you. We have successfully represented many families in your neighborhood, closing transactions that realized maximum value in a reasonable time. Our knowledge, expertise, and total commitment to your goals, backed by the industry's best resources, drive a selling process that runs smoothly and promotes success.

Our methods are optimized to work for you. This proposal includes a comprehensive market analysis that will assist us in determining the market value and pricing of your home. The credentials of Century 21 Affiliated and my record given here will help show that I am best qualified to market your home.

I hope you will select me as your agent in this very important transaction.





HOW I PROPOSE TO WORK WITH YOU

1. Listen to your goals and expectations
2. Understand what makes your home valuable
3. Share why you should list your home with CENTURY 21®
4. Highlight how our presence and services can help you
5. Show a 21-point marketing plan to sell your home
6. Determine the market value of your property
7. Discuss optimal pricing strategies
8. Select the listing price for your home
9. Share resources and tips to help you get started
10. Answer any questions you may have

ABOVE
AND
BEYOND



OUR 21 STEP MARKETING PLAN

AN OVERVIEW

1. Recommend a pre-listing inspection and hiring a professional home staging service
2. Develop a Comparative Market Analysis (CMA)
3. Create a photo slideshow or virtual tour to post on listing websites
4. Enter your listing into the local Multiple Listing Service
5. Place the CENTURY 21® Affiliated “For Sale” yard sign
6. Announce your listing to sales associates in my office and other CENTURY 21 offices in the area
7. Place a “Lock Box” on your door to provide easy access for other sales associates
8. Place your listing on Century21.com and our company website
9. Distribute your listing to hundreds of Listing Partners
10. Place your listing on social media sites like Facebook, Twitter and YouTube
11. Place your listing on my personal website
12. Create a Unique Property Site for your listing
13. Prepare full color property flyers and brochures to showcase your home to buyers and other sales associates
14. Offer a Home Protection Plan that can help attract buyers to your property
15. Schedule email marketing pieces to my entire list of contacts and past clients as well as area REALTORS®
16. Print (newspaper) and direct mail advertising in our local area
 - Just Listed Cards
 - Open House Cards
17. Hold an Open House for area REALTORS and the public
18. Tour your home with prospective buyers
19. Provide you with constant feedback from buyer showings
20. Send you weekly online activity reports on your property
21. Negotiate with potential buyers on your behalf to help get you to the closing table

WHAT MAKES YOUR HOME VALUABLE?



8 SECONDS

is what most buyers take to form a first opinion of your house.
Let's make them count!

HOME STAGING CAN HELP

Highlight your home's best features and appeal to the buyer's senses

Maximize your home's attractiveness to form an emotional connection

Captivate the buyer with a great first impression that stays in their memory

Ideally, your home should impress and motivate a buyer to swiftly make an offer before it's gone from the market. Follow simple exterior and interior design ideas and the home-improvement suggestions from our Moving Checklist to get started.

TO STAGE YOUR HOME FOR A SHOWING

REMEMBER:

Try to look at your house “through a buyer’s eyes” as though you've never seen it before

INSIDE:

- Clear all unnecessary objects from furniture throughout the house
- Clear all unnecessary objects from kitchen countertops
- In the bathroom, remove items from the countertops, tubs, shower stalls and commode tops
- Ensure that the bathroom tubs, tile, sinks, shower floor and ceiling and toilet bowls are free of mildew and look sparkling clean
- Rearrange or remove some of the furniture if necessary
- Take down or rearrange pictures or objects on walls
- Patch and paint where necessary
- Review the house inside room by room and:
 - Paint any room that needs it
 - Clean carpets and vacuum drapes
 - Clean windows and cobwebs from ceilings and chandeliers
- Make sure the closets and garage are not “too full”
- Replace burned out light bulbs and repair any faulty switches
- Repairs and improvements will facilitate a sale being made
- Make certain all rooms are odor-free

OUTSIDE:

- Go around the perimeter of the house and remove all garbage cans, discarded wood scraps, extra building materials etc. into the garage or trash
- Check gutters and/or roof for leaks and/or dry rot
- Weed and then mulch all planting areas
- Clear patios and decks of all small items, such as small planters, flowerpots, charcoal, barbecues, toys etc.
- Check paint condition on the house, especially the front door and trim
- Review if shutters, shingles, stone or bricks need replacing
- Check exterior stairs and handrails; walkways, screens, screen doors

If you check all of these off before a showing, you're already ahead of most other sellers on the in the way your home shows!

YOUR LISTING ON 170+ WEBSITES NATIONWIDE

To connect with as many buyers as possible, the C21® Syndicated Listings Program distributes listings to hundreds of websites to expand online reach and drive leads.

CENTURY 21.
century21.com

CENTURY 21.
Global

CENTURY 21
COMMERCIAL.

CENTURY 21
FINE HOMES
& ESTATES.

CENTURY 21. Affiliated

 **Homes.com**

realtor.com®

 **Land.com**

44
SITES

ListHub

10+
SITES

listglobally

94
SITES

MANSION
GLOBAL

 **ADWERX**™

 **HomeFinder**.com

duPont
REGISTRY

Robb Report

officespace.com

JamesEdition
The World's Luxury Marketplace

REAL-Buzz
Global Real Estate Network
powered by comcast

 **Keyboom!**
PRO

BACK AT YOU!

WHO'S WHO IN
LUXURY
REAL ESTATE

LDCRE

zeta

 **CRETECH**

 **CIMLS**

 **zumper**

 **RPR**®



I COMMIT TO DELIVERING AN EXTRAORDINARY SALES EXPERIENCE TO YOU

When you choose me to list your home, you will receive:

- Excellent service and support
- A market analysis of your home
- A winning marketing plan
- Every effort to sell your home promptly
- The resources of Century 21 Affiliated

LET ME GO TO WORK FOR YOU NOW!

ABOVE
AND
BEYOND



THANK YOU

for taking the time to review our plan to sell
your home

ANY QUESTIONS?

**ARE YOU READY TO LIST YOUR HOME FOR SALE
WITH CENTURY 21® AND ME?**

ABOVE
AND
BEYOND