



ERA Silver Star Realty

Always There For You®

Richard A. Skotak
Broker / Owner

Property _____
 Prepared by _____
 Listing Date _____ Signature _____

Flexible Marketing Plan Strategies

Weeks 1 - 4

- Provide comparative market analysis to determine market status and recommended pricing
- MLS listing on Houston Association of Realtors site to provide information and exposure to greater Houston area Realtors (23,,000+)
- List on HAR.com, Silver Star Realty website, , ERA.com, Realtor.com, Homeseekers.com, Homes.com, Realestate.msn.com, Realestate.yahoo.com, TexasRealEstate.com, and other participating websites
- Provide descriptive flyers for interior of house
- Place ERA Silver Star Realty sign in yard for visual exposure
- Place electronic lock box for convenient agent access to enhance property exposure
- Monitor number of showings through Centralized Showing Services to determine traffic, interest and feedback
- Solicit and record feedback from other agents/clients relative to perceptions and suggestions
- Provide regular progress reports to sellers via email; strategize plan adjustment if necessary
- Other enhancements depending upon Listing Package:
 _____, Exclusive phone extension, _____ Public Open House, _____ Broker Open House, _____ Talking House transmitter, _____ Local Newspaper advertising, _____ TMC ad, _____ Visual Tour, _____ Interior Design consultation/Staging, other _____ (moving van services)

Weeks 5 - 8

- Reevaluate current comparative market analysis to assure best pricing for market area
- Continue MLS, web site exposures, flyers, traffic monitoring
- Continue to provide regular feedback to sellers and discuss any new marketing strategies such as email memo to local real estate offices creating attention to the property.
- Consider adding enhancements to package according to amended Listing Package Agreement/Amendment _____

Weeks 9 - 12

- Continue feedback process from other Realtors, potential buyers and web site visitors/inquiries
- Reevaluate current comparative market analysis to assure best pricing; adjust accordingly
- Email or contact local area Realtors to assure their awareness; consider offering a bonus to selling agent
- Consider benefits of planning an "Open House" for the public or "Realtors" at an agreed upon date and time. Adjust Listing Agreement accordingly.
- Strategize plan adjustment if necessary

