

Dave's 43 Point Marketing Plan

Our Goals:

1. To help you get your property sold.
2. Help you get where you want to go on time.
3. Maximize your “walking-away money.”
4. Make your transaction as smooth as possible.
5. Do a great job and have you as a lifelong client!

To Achieve these Goals, We Need to:

1. Increase your odds of selling.
2. Put you in the strongest negotiating position possible.
3. Reduce the risks of “transaction failure.”

10 Factor Success Formula:

1. Seller decisions – picking the right “trusted advisor team”
2. In depth market analysis
3. Condition of the property (wholesale/retail)
4. Price & terms (where in line?)
5. Marketing plan to maximize exposure to buyers/Realtors
6. Marketing budget
7. Execution of the marketing plan
8. Seller and property access plus “showability”
9. Negotiating position
10. Transaction management

1. **Pricing.** We will assist you with pricing your home based on a comprehensive competitive market analysis. This will help you to set the best price on your home so that it will sell within your time frame.
2. **Pre-Title Commitment.** We will order (at our cost) a pre-title commitment to reduce your risk of any title problems at closing.
3. **Staging.** We will provide up to a 2-Hour consultation with an Interior Designer to recommend how you can de-clutter, de-personalize, and redesign spaces to make them appealing to the home buyer.
4. **Pre-Inspection.** We will order (at our cost) a pre-inspection that will cover all major components of your property if necessary.
5. **Professional Measurement.** We will have your home professionally measured so we have the correct square footage. A floor plan of your home will be provided for buyers and will be included on your property brochure.
6. **Professional Photography.** We will have a professional photographer take photos of your home for marketing. Using the most favorable angles and lighting, the photographer will make your home look its best.
7. **Group Sign.** We will place one of The Group's award-winning signs on your property.
8. **Brochure Box.** We will place a brochure box on the Group sign. My assistant will check your brochure box weekly and add brochures as needed.
9. **Electronic Lock Box.** We will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home.
10. **Marketing Email.** We will send an e-postcard to all of the top real estate brokers to announce the new listing, including all agents at The Group.
11. **Group Marketing System.** We will enter your home into The Group's marketing/information system. The Group sold over 40% of all homes in Northern Colorado last year.

- 12. Multiple Listing Service (MLS).** We will enter your home's information into MLS, giving your home exposure to 8,000 Realtors in Larimer, Boulder and Weld Counties.
- 13. The Source.** We will feature your home in the award winning Source Real Estate Magazine. This marketing medium will go out to over 50,000 people through the local newspapers and indoor and outdoor racks. Your home will be in every issue through the liner ads including a feature home spot.
- 14. Real Estate Weekly.** Once a month, your home will be featured in the Real Estate Weekly. This is an insert in the Coloradoan.
- 15. Color Brochures.** Even in this digital age, a tangible illustration and home information brochure sets your home apart from others. We will prepare a full color brochure featuring the highlights of your home. This brochure will be available to interested prospects inside the home, my office, and in the brochure box. It will also be used for promotional events.
- 16. Realtor Counter Display.** A counter display packet will have all necessary disclosures and information to help the buyer's agent to write a contract.
- 17. Home Tour.** By all Fort Collins, Loveland, and Greeley, Group Inc. Real estate agents.
- 18. Continuous Weekly Sales Meeting.** I will be sharing any announcements on your home at our weekly sales meeting.
- 19. Email Broadcast.** We will send listing information and virtual tours to the top 250 Realtors once a month.
- 20. Internet.** The National Association of Realtors recently reported that 88% of homebuyers use a Realtor when purchasing a home but 95% of the buyers use the Internet as a resource during the home buying process.

Group listings are posted on the most popular real estate websites in the United States where millions of potential homebuyers are looking for homes for sale. These national portals are accessed by people relocating from one state to the other, including those coming to our area. These sites are promoted nationally and offer various features that attract a large audience.



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- 21. Facebook.** Your listing will be advertised on Facebook using location targeting to people in your neighborhood.
- 22. Individual Property Website.** Your property will now have its own website.
- 23. Virtual Tour.** We will create a virtual tour that will feature photographs and panoramic views of your property along with your property's features, neighborhood information and nearby school information.
- 24. Just Listed Postcards.** Once your property is listed, we will send out a Just Listed postcard to 50 of your closest neighbors. Letting your neighbors know you've listed your home is an incredible soft marketing tool, allowing them to share with family and friends.
- 25. Transaction Management.** Our full-time transaction managers will manage the details of your transaction to ensure that your contract closes on time - and you can move on time. Over 90% of our contracts close on or before the date written in the contract compared to an industry average of less than 50%.
- 26. Negotiation.** We will negotiate all items on your behalf including purchase price, terms, and inspection items.
- 27. Verification.** We will verify loan information, buyer's funds, and qualifications to ensure a seamless closing process.
- 28. DocuSign.** Easy, online contract signing, right to your inbox.
- 29. The Group Office Availability.** The Group office is open 7 days a week to schedule showings and handle any calls that come in on your home.
- 30. The Muth Team.** I have a full-time licensed personal assistant that works only for me to make sure your needs are met.
- 31. Group Assistant.** In addition to my personal assistant, I have a full-time assistant that inputs your properties information into the Multiple Listing Service and handles all paperwork and disclosures from the time of Listing.

- 32. Marketing Staff.** We have a full-time marketing staff to get your home the most exposure possible.
- 33. Graphic Designer.** We have a full-time graphic designer for any marketing needs.

PROMISE TO KEEP YOU INFORMED

- 34. Current Ads.** We will send a copy of all ads that feature your home.
- 35. Showing Feedback.** We will call all Agents who showed your home and report back to you with their feedback.
- 36. Showing Graphs.** We will compile graphs showing the number of total showings for the week in comparison to the previous year as well as the previous 5 year average. These graphs will be emailed to you.
- 37. Weekly Review.** We will send you an email recapping the activity on your home as well as contact all Agents that showed properties in your price range and location urging them to show your home.
- 38. Listing Review.** Once a month, we will go through all of the details of your listing including all marketing to make sure everything is accurate and current (i.e. summer pictures vs. winter pictures, etc.), as well as make changes to “freshen up” your listing.
- 39. Calendar of Dates and Deadlines.** Once your property goes under contract, we will send you a calendar which details the contract dates and deadlines. We will track these dates for you.
- 40. Real Estate Website Stats.** Once a month we will mail you the statistics of how many people have viewed your virtual tour, new visitors to your home’s site, etc.

- 41. Marketing Calendars.** Once a month we will send you a copy of the marketing calendar for your home that shows advertising and activities that we will be performing over the course of the month.
- 42. 30 Day Review.** Once a month, generally on the last Friday of the month, we will put together a market update including recent sales and other properties listed in your neighborhood and discuss this information with you. We can then reevaluate our position on getting your home sold and adjust as necessary.
- 41. Weekly Review.** We will send you an email recapping the activity on your home as well as contact all Agents that showed properties in your price range and location urging them to show your home.
- 43. Reliability of The Muth Team.** I will contact you regularly to give you an update on the marketing of your home and answer any questions or concerns you may have.



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