



Marketing Plan

The Standard for Excellence.™

First Week on the Market:

- Enter listing into MLS system
- Place a "For Sale" sign in your yard
- Install lock box
- Schedule time to take property photos
- Prepare property flyers/brochures
- Syndicate your home to over 80 real estate websites
- Syndicate your home to the Weigand Mobile App
- Create Individual Property Website with unique URLs
- Share new listing with over 250 J.P. Weigand & Sons, Inc agents

Second Week on the Market:

- Invite brokers and other local REALTORS® to tour home
- Begin marketing efforts
- Review and update status

Third Week on the Market:

- Place announcement on Website, MLS, and Newspaper for Open House
- Hold Open House

Ongoing Activities:

- Show property to potential buyers
- Update you with seller reports
- Follow-up with agents who have showed property
- Follow-up on internet leads
- Monitor comparable properties for sale
- Monitor market conditions
- Present all offers and recommend counter-offer strategies