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Marketing Action Plan

Our strategy for getting your property sold for top market value is a simple but effective one: We'll maximize its market exposure so you attract as many qualified, motivated buyers as possible. We'll also keep you fully informed of all my activities, as well as all developments related to the listing.

Specifically, I will market your property through:

- Multiple Listing Service (MLS)
- Utilize the latest in QR Code technology to capture buyers & deliver property info at their request
- Houston Chronicle Online
- Professional interior & exterior pictures using captivating HDR technology
- Virtual Tour on all websites
- HD Video Tour on all websites plus YouTube
- Targeted social media advertising campaigns
- Email campaigns
- Direct email notices
- Notifying all potential buyers in my database
- Notifying the area's top 50 REALTORS
- REALTOR tours or Broker Open Houses
- Hold Open Houses at least 1 time a month
- For Sale sign with flyer box
- Property profile binder with home info & community & school report
- Full color interior flyers with floor plan and photos
- Survey/Floor plan/Disclosures uploaded to MLS as available
- Agent networking & property promotion
- Help you determine the best asking price
- Ensure you thoroughly understand all provisions of the purchase contract

The logo features a stylized house icon with a globe inside, with a red swoosh underneath. To the right, the word "REALM" is written in large, bold, red capital letters, and "Real Estate Professionals" is written in a smaller, red, sans-serif font below it.

REALM

Real Estate Professionals

- Offer proven advice on how to prepare your property for showings
- Provide you with a Weekly Marketing Update so you stay fully informed of everything I do to sell your home
- Provide feedback from all showings and open houses
- Update you on money market changes that could affect your property's sale
- Keep you updated about any competing properties in your area
- Preview any new listings that are in direct competition with your property
- Pre-qualify motivated, potential buyers
- Present and discuss each offer with you and provide a "cash in pocket" statement
- Negotiate the highest possible price and best terms for you
- Manage all contractual, title and transaction details and keep you informed
- Ensure your funds are delivered at closing





Listing Exposure



We will work diligently to promote your property in new and creative ways as well as using traditional techniques. Our primary goal is to make your home stand out amongst the thousands of other listings buyers will be exposed to. To accomplish this, we have agreements with all major real estate portals so my listings come up at the top of search results.



Homes.com

The Multiple Listing Service (MLS)

Upon the signing of a listing agreement, Intero will be able to upload property information with pictures to the Houston MLS. This is our primary data source.



Well-known sites and portals

We can expose your listing in multiple online avenues as follows:

- At the local level through various well-known search sites, such as realtor.com, trulia.com, zillow.com, and homes.com.
- All of the above website feature premium accounts which give the property top exposure.
- Cross marketing in similar markets for increased exposure to buyers.
- Partner websites include Yahoo Real Estate, MSN Real Estate and the Houston Chronicle
- At the international level in Asia and Europe through listing syndication arrangements with Intero Headquarters in California.
- On Intero West Ave's website.
- On the dedicated site for the property - i.e. www.1234MainSt.com
- As a link within event websites.



Direct Mail

Intero will design and execute specific direct mail campaigns which will carefully target potential buyer referrals from your local community at a minimum of 250 cards.





Open Houses

Lead generation events where potential buyers get something in return in exchange for information.

With 45% of buyers attending open houses and 11%, actually finding their home this way, it comes to no surprise Intero strongly encourages them. I use a combination of online and offline techniques to entice visitors to provide feedback and their contact information for lead management purposes.

Sharing Policy

Intero's open house sharing policy allows my colleagues and I to cover each other. This means we can host more open houses if needed. When it comes to marketing your home, I ensure continuity and exposure.

Lead Capture

What would cross your mind, if, at an open open house, the host says "fill in the signup sheet please". If you think "no way José", you are not alone. Today's buyers loathe signup sheets. I use an iPad with an elegant app that delights visitors and emails an electronic brochure with useful information.

Broker Open Houses

Since nearly 90% of buyers use real estate agents to find a home, it is important to keep your listing fresh in the minds of active brokers. Broker Open Houses are still a very popular tool to give your home extra exposure and feedback.

Door Knocking

Another fresh approach to increasing open house attendance is when I personally door knock surrounding homes with an invitation to the first open house. Often, neighbors may know of friends or family looking to move to the area.



Preparing Your Home to Sell

When presenting your home to prospective buyers, first impressions are crucial. Buyers begin judging your home the moment they see it, and generally they prefer homes that are well maintained, clean and clutter-free homes they can picture themselves living in. That is why home improvements particularly if they address the anticipated needs of buyers can boost your home's salability and sale price.

Here are a few proven, cost-effective tips that will help your home look its best:

Exterior

- Mow and rake the lawn, trim hedges, weed and edge gardens
- Sweep sidewalks and driveway, pick up any litter
- Repair gutters and eaves, touch up exterior paint
- Plant extra flowers for color, or place potted plants beside the front door
- Clean or paint front door, polish front door hardware, ensure doorbell works

Interior

- Clean and tidy the entrance, clear stairs and halls, store all excess furniture
- Brighten interiors with fresh, light-toned paint
- Brighten rooms by installing high wattage light bulbs and turning them on
- Shampoo carpets, clean and wax floors
- Organize kitchen countertops -- removing appliances if necessary -- to make them look spacious
- Clean kitchen countertops, cabinets, appliances, washer and dryer
- Organize and clean out closets to make them look larger
- Clean and freshen bathrooms, put out clean towels, minimize clutter
- Clean mirrors and windows so they sparkle
- Organize and clean garage and basement
- Perform necessary minor repairs and touch-ups to walls, windows, fixtures, etc.

Tips For Showings And Open Houses

- Be absent so buyers feel more comfortable making comments
- Light the fireplace, open the drapes, play quiet background music
- Keep pets away

These are just a few ideas to get you started. I know what today's buyers are looking for and can provide more ideas that will maximize your home's appeal. Remember, a few easy and inexpensive improvements can produce big returns on your investment.

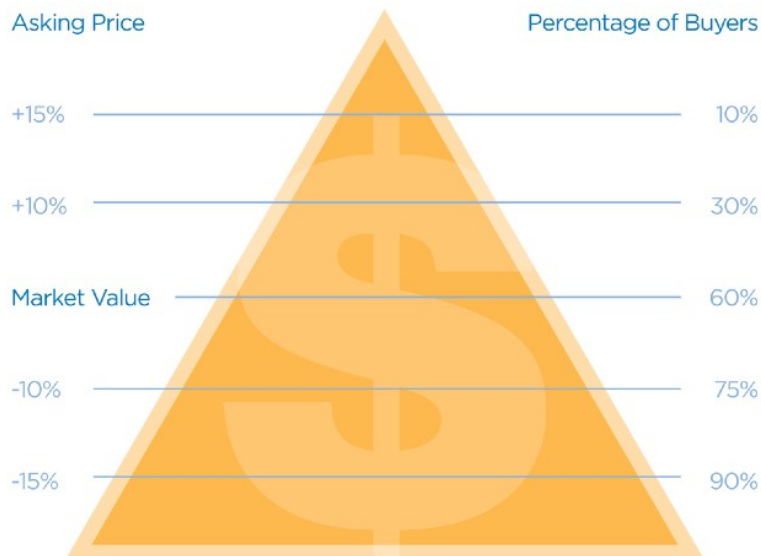


Strategic Pricing

Pricing a home for sale is as much art as science, but there are a few truisms that never change.

- Fair market value attracts buyers, overpricing never does.
- The first two weeks of marketing are crucial.
- The market never lies, but it can change its mind.

Fair market value is what a willing buyer and a willing seller agree by contract is a fair price for the home. Values can be impacted by a wide range of reasons but the two largest are location and condition. Generally, fair market value can be determined by comparables - other similar homes that have sold or are currently for sale in the same area.



Sellers often view their homes as special which tempts them to put a higher price on the home, believing they can always come down later, but that's a serious mistake.

Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range, and look for the best value in that range.

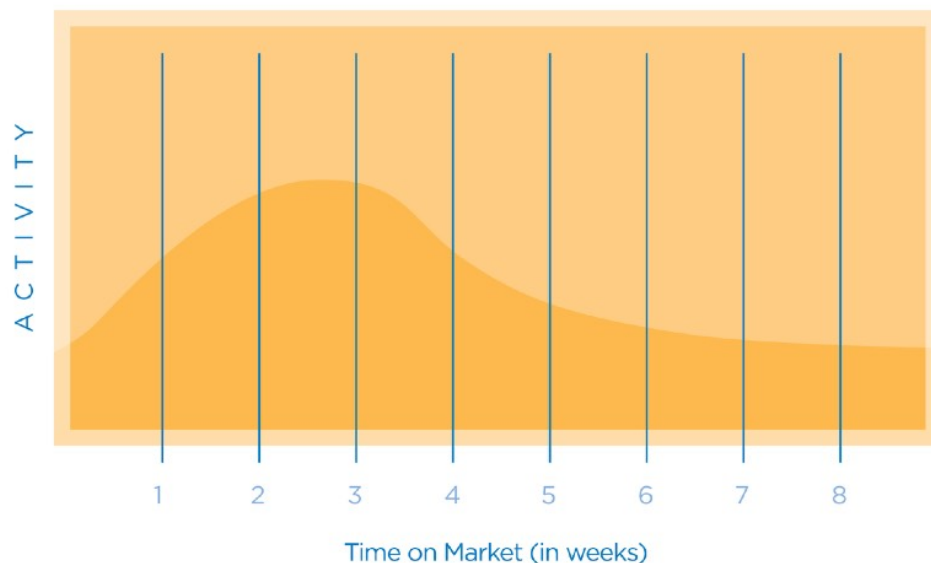


Peak Market Activity

Your Home's Optimum Time-On-Market

General definitions of market value usually say that it is the price a home should sell for when it has been on the market for anywhere from three weeks to two months.

However, if you want top dollar for your home, experience shows that you should try to get and accept a solid offer sometime during the third to fifth weeks that it's on the market. It is during this three-week "window" that your home will enjoy maximum market exposure and buyer interest.



Beyond five weeks your home will increasingly be viewed as a "stale" listing -- i.e. as a commodity with a history of being rejected by other buyers. Consequently, there will be less interest, less showings, less offers and less likelihood that you'll get your asking price.

This is why it is crucial that your home be priced correctly during the three-week window.