**Stage 1 – Property Preparation & Pre-Marketing**

|  |
| --- |
| **PREPARATION** |

* Punch List is complete
* Clean Property
* Curb Appeal

|  |
| --- |
| **PRE-MARKETING** |

* Re Analyze Comparables
* Install Lockbox
* For Sale Sign
* Property Details
* Stage Property
* Landscaping
* Property Photos
* Virtual House Tour
* Directional Signs
* Sign Person
* Video Marketing
* Local Agents
* Print Flyers
* List of Open Houses
* Caravan Information
* Schedule Broker’s & Public Open House
* Sponsors
* Buyer Incentives
* Seller Disclosures
* Drive By Property

**Stage 2 – Marketing Your Property for Sale**

|  |
| --- |
| **ONLINE MARKETING** |

* MLS (Multiple Listing Service)
* Website
* Craigslist
* Syndicate using Sellpoint
* Syndicate to any Local Websites
* Facebook Album
* Facebook Event
* Facebook Ads
* Facebook Mastery
* Facebook - Local Real Estate Co.
* Enhanced Listing Status
* Photo Viewer/Organizer
* Video
* YouTube
* Social Media
* Post Ad at MilitaryByOwner.com (optional)

|  |
| --- |
| **EMAIL MARKETING** |

* Buyers List
* Real Estate Agent List
* Meetup Groups
* Mastery Community

|  |
| --- |
| **FLYERS** |

* Door Knock
* Flyer- Open House
* Flyer- At Property
* Post Cards
* Flyers - Local Business

|  |
| --- |
| **TEXT BLAST** |

* Moby

|  |
| --- |
| **SIGNS** |

* For Sale Signs
* Directional Signs
* Balloons

|  |
| --- |
| **NETWORKING** |

* Affiliates
* Agents
* Word of Mouth
* Events
* Mastery

|  |
| --- |
| **BROKER CARAVAN** |

* Flyers
* Go to Brokers Caravan
* Network with Agents
* Add Property to Caravan
* Text Agents

|  |
| --- |
| **OPEN HOUSE - PUBLIC** |

* Call Town
* Flyers
* Attend Public Open House
* Add TOUR # to MLS

|  |
| --- |
| **OPEN HOUSE – THINGS TO BRING** |

* New Listing Flyer
* Warranties
* List of Improvements
* Sign in Sheets
* Town Information Packet
* FAQ
* Balloons
* Open House Signs
* Open House Directional Signs
* Laptop with portable printer
* List of Local Agents
* Business Cards
* Food or Bonus
* Pens
* Signs
* Air Fresheners
* Music
* Tape
* Mop
* Towels
* IPad
* Sponsor Brochures/Flyers/Biz Cards
* Purchase and Sale Contracts

**Stage 3 – Closing & Follow-up**

|  |
| --- |
| **CLOSING** |

* Offer Acceptance
* Open Escrow (Attorney)
* Change MLS to pending
* Seller Disclosures
* Rehab Reports
* Confirm Buyer's Deposit
* Property Inspection
* Title Report
* Appraisal Packet
* Attend Property Inspection
* Appraisal Ordered
* Actual Appraisal
* Pest Clearance
* Request for Repairs
* Respond Request for Repairs
* Confirm Appraisal
* Confirm Response to Repairs
* Inspection Contingencies
* Buyer's Loan
* Appraisal Contingency
* Loan Contingency
* De-Staging
* Send Pest Clearance
* Loan Docs
* Signing Loan Docs
* Down Payment
* Buyers Repairs
* Final Walk Thru
* Loan Doc Signing
* Loan Funding
* Confirmation of Recording
* MLS to Sold
* Remove Signage
* Remove Lockbox
* Utilities
* CAW!

|  |
| --- |
| **FOLLOW-UP** |

* Buyers Gift
* Feedback/Survey
* Call Buyer
* Testimonial
* Agents
* FB Wins