

Our Exclusive Detailed Home-Selling Action Plan

Pre-Listing

- Complete listing paperwork and disclosures
- Take Coming Soon photo
- Install property lockbox
- Enter listing to the MLS Private Network while you prep
- Create a property landing page
- Run Coming Soon Facebook Ad targeting local buyers
- Run Coming Soon photo post on all social media outlets and website posts
 - Facebook Marketplace
 - LinkedIn
 - Instagram
 - GerardoZavalaRealtor.com
 - Twitter
 - Facebook Personal
 - Facebook Page
 - Google
- Pre-listing property inspection (if chosen by Seller)
- Necessary repairs and touch-ups to the property determined and scheduled by the seller
- Schedule professional HD property photos and video*
- Schedule Listing Sign installation with Text to Sell sign rider to capture buyer leads for your home
- Copies of all listing documents made and mailed to the Seller
- Draft a professional property description using words that sell
- Property pre-marketed and promoted through our agent real estate network
- Property promoted to agents on company Facebook Group Page

Our Exclusive 10-Day Marketing Blitz:

- Place home on the MLS (Multiple Listing Service)

- Set-up ShowingTime showing request text notifications
- Twenty-plus (20) professional photos of your home posted on the MLS and syndicated to consumer real estate websites.
- Run Just Listed Facebook Ad targeting local buyers
- Run Just Listed post on all social media outlets and website posts
 - Facebook Marketplace
 - LinkedIn
 - Instagram
 - GerardoZavalaRealtor.com
 - Twitter
 - Facebook Personal
 - Facebook Page
 - Google
- Paid Facebook Ads: Coming Soon, Just Listed, and Open Houses targeting local buyers.
- Reverse prospecting query activated on MLS for any agent/buyer searches that match your property.
- Daily prospecting looking for buyers for your home
- Run Open House Facebook Ad targeting local buyers
- Run Open House post on all social media outlets and website posts
 - Facebook Marketplace
 - LinkedIn
 - Instagram
 - GerardoZavalaRealtor.com
 - Twitter
 - Facebook Personal
 - Facebook Page
 - Google
- E-mail sent to the Top 100 Buyers Agents in your market area about your property
- Ten-plus (10) open house event signs posted 1-day prior
- Open House event published to all REALTORS for their buyers on the MLS
- Saturday and/or Sunday open house from Noon-3:00 PM the first weekend on the market.

- Feedback gathered from agents who have shown your home
- Report to the seller of all showing activity and feedback during the first few days on the market.
- Home re-posted For Sale on Facebook groups and marketplace every week with photos
- Sunday final Open House event on the 10th day of marketing with all offers due
- Offers presented to the seller
- Best offers negotiated to get you the best terms and price
- Sales Contract executed
- Escrow opened and the closing date scheduled

PHASE 2: (in the unlikely event an acceptable offer has not been received)

- Email report on the number of prospective buyer inquiries, showings, buyer calls, internet hits, and web leads.
- Updated Comparative Market Analysis (CMA) done for property and sent to Seller
- Scheduled update call from the agent to evaluate all market activity, feedback, and pricing.
- Pricing and marketing strategy adjustments as necessary.
- Third open house event scheduled.
- Marketing blitz repeated until the successful sale of the property.