

'Fast Start' Marketing Plan

First Week:

- ✓ Gather all documents required to sell your home (tax information, survey, flood elevation, insurance, etc.)
- ✓ Take digital photos inside and outside
- ✓ Place Sand Dollar 'For Sale' sign
- ✓ Create Property Information Sheet for other offices and for showings
- ✓ Create appealing and accurate description for Multiple Listing Service (MLS)
- ✓ File "Showing Instructions" and special "Points-of-Interest"
- ✓ Create Virtual Tour and post to all available web sites
- ✓ Enter MLS Listing with multiple photos and detailed description
- ✓ Contact all other LBI Realtors about new listing via Blast Fax program

Week Two:

- ✓ Email listing to prospect database (Early Buyer Alert and other designated buyer lists)
- ✓ Create/print/mail 'Newly Listed' postcards to prospects and the surrounding neighborhoods
- ✓ Prepare and submit listing to websites, including:
 - ✓ Zillow.com
 - ✓ Trulia.com - insert into Featured Slide Show on Front Page
 - ✓ Realtor.com - update with Enhanced Listing package
 - ✓ various others as noted in Market Plan
- ✓ Create final inventory/furnishings list for Seller review
- ✓ Prepare initial print ads for next issue of the SandCastle and Oaisis magazines

Week 3:

- ✓ Submit VT for homeowner's placement on LBIrealestateNews.com
- ✓ Schedule/announce/hold Broker's Open House
- ✓ Schedule public Open House, subject to Seller's convenience and weather
- ✓ Monitor all previews & showings, supplying feedback to Seller on a regular basis
- ✓ Create Virtual Tour and post to all available web sites

Weekly/Bi-weekly, depending on season:

- ✓ Follow up with agents/buyers on all showings
- ✓ Notify Seller of any competitive changes (new listings, price reductions, etc.)
- ✓ Keep Seller apprised of showings and feedback

Ongoing:

- ✓ Sand Castles – your listing in next issue, and close to the FRONT of the book.
- ✓ Other Advertising medium will be chosen
- ✓ Send copies of advertising to owner
- ✓ Market updates to Seller via email or snail mail, as preferred by Seller
- ✓ Additional Open Houses as appropriate
- ✓ Website listings available 24/7/365

Company Ongoing Activities:

- ✓ LBI *MarkeTrends* newsletter (printed/mailed) to buyers and prospects
- ✓ LBI Real Estate Seminars – selected week ends Spring and Fall then weekly in the summer
- ✓ LBIrealestateNews.com - 'Early Buyer Alert' and other unique buyer programs/information
- ✓ Rental Program - catch the early renter that would like to be an LBI owner some time soon.
- ✓ Out- of- Area real estate magazines, such as but not limited to; Jersey Shore (covering NY metro & Phila area)
- ✓ Chamber of Commerce Vacation Planner
- ✓ New Jersey Network newspaper- Suntastic Summer edition, local North and Central Jersey newspapers
- ✓ Ongoing mailings and emails to funnel prospects to our website

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