

My Objectives Are The Following:

1. To assist in getting as many qualified buyers as possible into your home until it is sold.
2. To communicate to you, weekly, the results of our activities.
3. To assist you in negotiating the highest dollar value ... between you and the buyer.

“Proactive Approach” Steps Taken To Get A Home Sold

1. Team calls 50 hours per week to find buyers for your home. We will call my center of influence, past clients, for sale by owners, and expired listings in your area to look for the right buyer for your home.
2. Conduct just listed campaigns by sending postcards to neighbors, calling neighbors to tell them about your listing, door knocking, and passing out flyers showcasing your home.
3. Conduct move up campaigns to neighborhoods that will have buyers most likely to purchase your property.
4. Create a dedicated single property website to showcase your property.
5. Create a professional virtual tour and YouTube video.
6. Internet advertising with optimized placement of your home on the world's top real estate site. When people search, your home will be on top instead of buried many pages deep.
7. Reverse prospecting - search and identify agents who have conducted searches and sold properties that match your property criteria and send email flyers showcasing your home.
8. Internet email marketing of your property to all active agents in your market area highlighting your property over the other 14,000+ properties actively listed.
9. Professional HD photography.
10. Social media exposure including : Facebook Fan Page, Twitter, Active Rain, Craig's List, and Palm Beach Real Estate.
11. Whenever possible, pre-qualify the prospective buyers.
12. Keep you aware of the various methods of financing that a buyer might want to use.
13. When possible, have the cooperating Broker in the area tour your home.
14. Follow-up on the sales people who have shown your home ... for their feedback and response.
15. Assist you in arranging interim financing ... if necessary.
16. Represent you on all offer presentations ... to assist you in negotiating the best possible price and terms.
17. Handle all the follow-up upon a contract being accepted ...all mortgage, title, and other closing procedures.
18. Enter your property in multiple listing service, notify 5,000 agents of your listing, and creating exposure to all potential buyers in the market.
19. Partnership with List Hub, marketing your home on 900+ websites worldwide.
20. Price your home competitively to open the market vs. narrowing the market.
21. Prepare a list of features and the benefits of your home.
22. Promote your property in company sales meetings and in every local Keller Williams office.
23. Showcase your listing and network with agents in our Global Network..
24. Hold open houses.
25. Constantly update you as to any changes in the marketplace.
26. Conduct negotiations to get you the highest price and terms most agreeable to you.
27. Coordinate the transaction to get you to closing.
28. Delivery your check.

