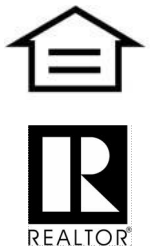




The McGorman Group

Marketing Plan



Here is a list of what is involved in the marketing of a home. Understanding that the primary job of a Realtor is to create exposure for the home, The McGorman Group pledges to do the following action items in an effort to Sell your home for the highest amount in the shortest period of time. Thank you for the privilege of representing you as an Advocate in the sale of your home.

1st Week

- + Enter property information in MLS data base*
- + Fax information to all area offices*
- + Staging the home for viewing*
- + Assemble home display book*
- + Prepare "Just Listed" Cards*
- + Prepare Special Feature Sheets*
- + Place Sign in the Yard*
- + Set up outside display*
- + Arrange for Tour List*
- + Arrange for Color Photos of the Home*
- + Lock Box*
- + Write Ads*
- + Send Service Report*
- + Call Prospects*
- + Notify Neighbors through a 5x5x5x5*



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2nd Week

- ✚ Put together a Financing Plan*
- ✚ Send Servicing Report*
- ✚ Send "Just Listed" Cards to Move Up Neighborhoods*
- ✚ Hold Open House if Appropriate*
- ✚ Gather Showing Reports*
- ✚ Tour Property, If prepared for Sale*
- ✚ Send copies of MLS transactions to client*
- ✚ Deliver Home Display Book*
- ✚ Call Additional Salespeople*

3rd Week

- ✚ Obtain Showing Reports*
- ✚ Re-send Property sheets to Area Offices*
- ✚ Hold Open House if appropriate*
- ✚ Send Weekly Report*

4th Week

- ✚ Update Market Analysis*
- ✚ Face to Face Meeting*
- ✚ 30 Day Service Questionnaire*

5th Week

- ✚ Send Weekly Reports*
- ✚ Revise Ad*
- ✚ Investigate Current Sales*
- ✚ Brokers Open House*



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