



## Marketing Plan

1. Arrange staging, home repairs, yard work etc.
2. Place a lockbox with your house key on your property.
3. Arrange for a Professional photographer to prepare stills and slide show of your home.
4. Prepare colour brochures with floor plan, upgrade sheet, local school and points of interest.
5. Upload your property information to the Toronto and Oakville-Milton MLS.
6. Upload property information to the Kloet-Schuringa, Realtor.ca, and Kijiji etc. websites.
7. Erect a FOR SALE sign on your front yard.
8. Deliver full color feature sheets to you before showings start on your home.
9. Promote and invite all realtors to a series of Open House mornings.
10. Promote and deliver HELP US FIND A GOOD NEIGHBOUR card to the neighbourhood.
11. Promote your property features to target buyers.
12. Promote and mail property information to target markets and local employers.
13. Ensure showing instructions are not restrictive.
14. Gather feedback from co-operating agents who have shown your home, positive or negative.
15. Update the local market conditions, new listings, recent sales etc. that may affect us.
16. Present all written offers to you in a timely fashion and protect your investment.
17. Ensure all conditions are met by due dates.
18. Provide you with a NET SHEET once the sale of your home is final.
19. Ensure all documents are sent to your lawyer, banker, insurance agent.
20. Monitor all aspects of the transaction until closing.
21. Deliver a bottle of wine.