****

**The Listing Plan of Action**

**My Objectives are the Following:**

1. To assist in getting as many qualified buyers into the property as possible until it is sold
2. To Communicate to you, regularly, the results of our activities
3. Assist you in negotiating the highest dollar value between you and the Buyer.

These are the key objectives I have when working as your listing agent. On the following pages you will find the actions I take to work day in and day out to get your home actively marketed, negotiated, and sold!

**The Following are Steps I take to Get Your home SOLD! It is the “Proactive Approach”!**

1. Submit your home to our local Multiple Listing Service.

2. Price your property competitively to open the market versus narrowing the market.

3. Promote your property at the company sales meeting.

4. Develop a list of features and benefits of your home for brokers to use with their potential buyers.

5. Hire PROFESSIONAL photographers to shoot your home.

6. Send the features and benefits to the agents in the marketplace for their potential buyers via a highly attractive email campaign.

7. Hire professional videographer to create an attractive video to market via the web, social media and throughout our local board.

8. Social Media Syndication - Linked-In, Youtube, Facebook. You’re home will be featured on our popular Social Media Platforms.

9. Zillow, Trulia and Realtor.com optimization of property - Review and Approve of any and all information.

10. Suggest and advise as to any changes you may want to make in your property to make it more saleable.

11. Custom Website personalized to your property.

12. Constantly update you as to the changes in the marketplace.

13. Prospect and communicate daily with agents and consumers who are potential buyers for your home.

14. Add additional exposure though a professional sign and lockbox.

15. Whenever possible, prequalify the prospective buyers.

16. Keep you aware of the various methods of financing that a buyer may want to use.

17. Allow for simple and effective showings of the home via showing solutions. Agents will have instant communication when they are interested in showing the home.

18. Follow up on salespeople who have shown your home for their feedback and response.

19. Represent you on all offer presentations to assist you in negotiating the best possible price and terms. Specifically, I’ll invoke the Chris Voss method of hostage negotiation discussed in “Never Split the Difference”.

20. Handle all the follow up upon a contract being accepted, all mortgage, title and other closing procedures.

21. Facilitate closing and escrow requirements.

****