



The ultimate **MARKETING PLAN TO SELL YOUR HOME**

A comprehensive plan to help you understand the market
and show you everything I will do to get your home sold!



INHABIT
— real estate —

AS YOUR
agent,
I WILL BE THERE
EVERY STEP
OF THE WAY



POSITIONING YOUR HOME IN THE MARKET

- I review and analyze current market data and comparable property sales to target your home's likely price range
- I listen to your unique goals and decide with you how to strategically price your home to drive interest and offers!

PREPARE TO SHINE!

- I consult with you to discuss any small improvements or repairs that may be helpful for getting you top dollar and offer a dream team of vendors to prepare!
- I solicit the help of a professional home stager to consult with us about decor and furnishings, if needed.
- I pay for top notch photography of your home's selling points, and feature any neighborhood highlights
- I hire a licensed appraiser who measures your home and draws a floor plan
- I promote your home's unique offerings, providing a list of improvements, notable features, and any area specific attractions

HITTING THE MARKET

- I list your home in the Triangle MLS with high resolution photos and dynamic remarks to grab the attention of buyers
- I market the listing on real estate websites, including Zillow, Redfin, Trulia, HomeSpotter, and Realtor.com
- I promote your home on social media platforms, and pay for digital advertising
- I send out an email campaign to realtors across the region, and promote in community forums like neighborhood listservs, and within my network of real estate associates

YOU WILL NEVER BE IN THE DARK

- Some people complain that their realtors never call them back. I am in touch with you regularly, to be sure you are in the loop of all activity and interest on your home
- I publish buyer agent's feedback to you, so you have updates on showings in real time
- I keep you up to date on any changes in market conditions, including nearby sales or shifts as they occur while your property is listed

YOU'RE UNDER CONTRACT!

- I skillfully negotiate on your behalf to help you get the highest and best offer possible
- I foster a positive and professional relationship with the buyer's agent, to help ensure a smooth transaction
- I reach out to the buyer's appraiser to provide him/her with an appraisal package to support the contract price
- I call upon my team of qualified vendors to help with repairs or inspections, if necessary
- I coordinate with the closing attorney and ensure that all deed paperwork is handled and the closing happens on time

I work hard, as your trusted expert and advocate through the process of selling your home!


REALTOR®

Marie@TriangleHouseandHome.com

919.606.1197



INHABIT
— real estate —