

Nick & Mike's 31 Point Marketing Plan

Within 48 hours of hiring Nick & Mike, we will

1. Register the listing with the MLS so every Realtor from any company will have access to important information about your property, *24/7*.
2. Showcase your home by in the "*New Listing Hot Sheet*" which agents use to match properties with their active buyers.
3. Install a lock box.
4. Install a sign to maximize drive by response.
5. Take a photo of the property.
6. Prepare a flyer.
7. Invite the most active real estate agents in the area by scheduling a broker's caravan.
8. Deliver the completed color brochure with photo of property.

Within the first 10 days, we will

9. Submit advertising to our company's advertising specialist for photo ads in the Glendale News Press, Shopping For Real Estate, Homes & Lands, Valley Sun and other means of advertising to reach buyers not yet on the Internet.
10. Mail postcards to targeted buyers.

On a weekly basis, we will

11. Keep you informed of all activities in advance so you can prepare for it.
12. Follow up with all showings and provide you feedback.
13. Provide you with an update of area activity, competition, sales, etc.
14. Provide you with copies of all advertising.

In addition, we will

15. Tell every single agent that we come in contact with about your home.
16. Convert buyers that call on our on-going ad campaign.
17. Use our elite national referral network service to attract out of town buyers.

Once an offer comes in, we will

18. Present and explain all written offers.
19. Estimate a figure that you will net with each offer.
20. Determine buyer pre-approval or pre-qualification ability.
21. Update you on current market conditions, before making a decision on the offer.
22. Negotiate on your behalf to get you the highest dollar amount and best terms.
23. When deemed necessary, we will present your counter offer to buyers ourselves for maximum effectiveness.
24. Finalize the sale.

Once we open escrow, we will

25. Follow up on buyers financing.
26. Monitor reports, inspections and contingencies.
27. Review documents for accuracy.
28. Make sure all required legal documents are executed properly to avoid future problems.
29. If needed, place you in personal contact with our relocation affiliates anywhere in the United States or Canada.
30. Give you a checklist for moving.
31. Deliver your check at close of escrow and/or arrange for wire transfers.

The sale of your home will be our primary responsibility, supported by the entire Keller Williams Realty organization. Our communication to you will be on a continuing basis. We will listen and pay close attention to your needs at all times.

Nick Avedissian

Nick Avedissian
Real Estate Broker
Keller Williams Realty

Mike Derian

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Real Estate Broker
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