

Selling your Home? I have a solid marketing plan to get the job done!

1. **Pricing.** We will assist you with pricing your home based on a competitive market analysis with homes that have sold in your area. We will also show you the *TREND* in the market in terms of supply and demand in the area. *Proper pricing is the most important factor in marketing your home.*
2. **Multiple Listing Service. (MLS)** Your home is entered into the Omaha Area Board Realtors Multiple Listing Service; this gives your home exposure to over 2800 agents in the Omaha area. We take **multiple** photos of your home and take a **visual tour** so agents and buyers can see online the unique features of your home. **Agents will have incentive to SELL your home because we pay the cooperating broker 2.8%.**
3. **Internet.** Over 80% of home buyers begin their search online. Your home will be posted on numerous local and national websites including our company website AllianceSells.com. Your home will also have exposure on **Realtor.com** with the *showcase listing package*. Realtor.com is the nation's **number one** real estate website with 6.7 million hits per month. *On Realtor.com your home will have up to 25 photos and a video tour so buyers can visualize your home.*
4. **Staging.** We will assist you with preparing your home for sale. *I will pay for a professional stager to stage your home for maximum appeal to potential buyers.* Staging is critical in selling your home for top dollar!
5. **Pre-Inspection.** *As part of my comprehensive listing package, I will pay for a professional pre-inspection on your home in order to address any issues **PROACTIVELY** prior to an offer.*
6. **Electronic lockbox.** We will place an electronic lockbox on your home to increase showings and provide you with the security of knowing who has shown your home.
7. **Feedback.** Once the home is shown you will be able to track the feedback with Homefeedback.com. We want to find out what prospective buyers thought about your home.
8. **Sign.** We will place one of our distinctive signs on your property and directional arrows so buyers can easily find your home.
9. **Video Tour.** Your home will have a video tour so buyers can visualize your home. This tour will be placed on multiple websites and is also part of an e-mail marketing campaign.
10. **Brochure Box.** Our yard sign will have a brochure box with a *professionally made* **COLOR** flyer with multiple photos and some of the unique features of your home so buyers will have something to take with them when they drive by your home. A flyer is an important tool for helping drive buyers to the website.
11. **Audio Tour.** On my yard sign each one of my listings has its own dedicated information hotline with a call capture. This allows our company to prospect for potential buyers who have called the information hotline for your home.
12. **Home Warranty.** Each of our listings has a **free** evaluated home warranty program. This pre-inspection of the major systems will reduce your risk of surprises when negotiating with a buyer and to make the transaction smoother.
13. **Direct Mail.** A direct mail campaign of 100 Just Listed postcards is sent out to your neighbors.
14. **Print Media.** Your home will be advertised on www.TheRealEstateBook.com. The Real Estate Book has a strong website syndication which will give your home additional internet exposure.
15. **Dedicated Showing Desk.** Our dedicated showing desk will ensure that your home is **EASY** to show with agents from different companies.
16. **Transaction Management.** We will manage the details of your transaction to ensure your contract closes on time – so that you can move on time.

David Matney, CRS,GRI

Alliance Real Estate

www.AllianceSells.com

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