

# The Ultimate Listing Campaign Marketing Plan Timeline

We live by our mantra **“Just Do It Right! Don’t Settle For Less!”** Strategy, timing and efficiency is everything. That’s why we put together this carefully choreographed marketing plan. EVERYTHING we do is outlined in this timeline. ***We can fully implement The Ultimate Listing Campaign and Mobile Technology Marketing System in 3 DAYS!***

## DAY 1

- Request completed Fact & Feature Sheet, Questionnaire; Key; All Signed Documents
- Application for Home Warranty (*optional feature*)
- Arrange Open House Schedule
- Arrange & Facilitate Professional Home Staging Consultation with owner and stager
- Review Techniques *“30 Best Kept Secrets for Preparing, Staging & Showing Your Home”*

## DAY 2

- Professional Quality Photography Shoot and room measurements
- Compose Eloquent Property Description for Multi-Print Media
- Submit into Multiple Listing Service with MLS Enhancement Membership
- Syndicate Listing 350 Search Engines • 76,000 Websites • Top 7 Real Estate Websites
- Submit into ALL Real Estate Company Websites
- Create Dynamic Full Feature *Virtual Tour*; Photography, Background Music, Text Design
- Compose Captivating *Verbal House Tour* for 24-Hour Property Information Line
- Create QR Code and Text-for-Information Mobile Property Slide Show (*optional feature*)
- Post Craigslist and YouTube™ Advertising

## DAY 3

- Design Custom Brochures with Call-to-Action or Direct Response Advertising
- Design Custom Just Listed Postcards with Call-to-Action or Direct Response Advertising
- Coordinate Direct Mail Campaigns, Email Campaigns & Social Media
- Launch Mobile Technology Marketing System; Activate Automatic Direct Connect Feature
- Activate Lead Tracking System
- Implement Professional Appointment Scheduling Center
- Install Yard Sign with 24-Hour Sign Rider with Property Information Line
- Install Brochure Box with Call-to-Action or Direct Response Advertising Brochures
- Install Infrared iBox Lockbox Security System or Traditional Combination Lockbox
- Set up Top Producer™ Transaction Tracking Feature
- Maintain High Level Communication • Weekly Update Call; Monthly In-Person Meeting

## DAY 60 (8 Weeks or Less Delivers the Best Sales Price)

- Negotiate the ***Best Price and Terms...See Closing Procedures!***