

# SELLER SELECT OPTIONS

## MARKETING STRATEGIES

(LIST OF PROFESSIONAL SERVICES)

**Our goal is to market your home as if it were our own.  
Keeping you the seller informed is of utmost importance**

*Giving the seller options, WOW! What a concept.*

### **Option #1**

\* Option 1

\* Option 2

\* Option 3

**Enhanced marketing services for a professional service fee of 7% of sales price**

The following will be implemented upon a new listing in a timely manner:

- \* \* \* Place a professional real estate sign in yard
- \* \* \* Install lockbox
- \* \* \* Take digital photos
- \* \* \* Immediately run two day ad in local classifieds
  - \* Listing address domain name (www.1234anystreet.com)
- \* \* \* Multiple Listing Service (MLS)
- \* \* \* Home listed on [www.home2heart.com](http://www.home2heart.com)
- \* \* \* Home listed on [www.mibor.com](http://www.mibor.com)
- \* \* \* Home listed on [www.realtor.com](http://www.realtor.com)
- \* \* \* Home listed on [www.trulia.com](http://www.trulia.com)
- \* \* \* Home listed on <http://realestate.yahoo.com>
- \* \* \* Home listed on <http://realestate.aol.com/>
- \* \* \* Home listed on [www.frontdoor.com](http://www.frontdoor.com)
- \* \* \* Home listed on [www.cyberhomes.com](http://www.cyberhomes.com)
- \* \* \* Home listed on [www.homefinder.com](http://www.homefinder.com)
  - \* Open House
  - \* Open house advertisements
- \* \* \* Homes Magazine
  - \* Flyers/mailer
  - \* Place informational packets in home about the house
- \* \* \* Follow up on showings with buyer feedback
  - \* Run 2 to 4 day ads in local classifieds periodically
  - \* Virtual Tour
  - \* Homes Illustrated when advantageous
  - \* Indianapolis Star when advantageous

### **Option #1**

**Offers the most EXPOSURE in selling your home**

## **Option #2**

### **Economical marketing services for a professional service fee of 6% of sales price**

The following will be implemented upon a new listing in a timely manner:

- \* \* Place a professional real estate sign in yard
- \* \* Install lockbox
- \* \* Take digital photos
- \* \* Immediately run two day ad in local classifieds
- \* \* Multiple Listing Service (MLS)
- \* \* Home listed on [www.home2heart.com](http://www.home2heart.com)
- \* \* Home listed on [www.mibor.com](http://www.mibor.com)
- \* \* Home listed on [www.realtor.com](http://www.realtor.com)
- \* \* Home listed on [www.trulia.com](http://www.trulia.com)
- \* \* Home listed on <http://realestate.yahoo.com>
- \* \* Home listed on <http://realestate.aol.com/>
- \* \* Home listed on [www.frontdoor.com](http://www.frontdoor.com)
- \* \* Home listed on [www.cyberhomes.com](http://www.cyberhomes.com)
- \* \* Home listed on [www.homefinder.com](http://www.homefinder.com)
- \* \* Homes Magazine
  - \* Flyers/mailer
  - \* Place informational packets in home about the house
- \* \* Follow up on showings with buyer feedback
  - \* Run 2 to 4 day ad in local classifieds
  - \* Homes Illustrated

## **Option#3**

### **Essential marketing services for a professional service fee of 5% of sales price**

The following will be implemented upon a new listing in a timely manner:

- \* Place a professional real estate sign in yard
- \* Install lockbox
- \* Take digital photos
- \* Immediately run two day ad in local classifieds
- \* Multiple Listing Service (MLS)
- \* Home listed on [www.home2heart.com](http://www.home2heart.com)
- \* Home listed on [www.mibor.com](http://www.mibor.com)
- \* Home listed on [www.realtor.com](http://www.realtor.com)
- \* Home listed on [www.trulia.com](http://www.trulia.com)
- \* Home listed on <http://realestate.yahoo.com>
- \* Home listed on <http://realestate.aol.com/>
- \* Home listed on [www.frontdoor.com](http://www.frontdoor.com)
- \* Home listed on [www.cyberhomes.com](http://www.cyberhomes.com)
- \* Home listed on [www.homefinder.com](http://www.homefinder.com)
- \* Homes Magazine
- \* Follow up on showings with buyer feedback