



YOUR PERSONAL 25 POINT MARKETING PLAN FOR THE SALE OF YOUR HOME

1. Provide you with a Comparative Marketing Analysis (CMA) on your home. This will assist us in deriving a list sales price for your home that will coincide with today's market.
2. Professional photographs the interior and exterior of your home (25 pictures).
3. Stitched photos create a virtual tour of your home and will placed on the MLS.
4. A professional sign will be placed in front of your home and in the case of a golf course lot, in the back of the home as well.
5. Film a Walk-Through HD video tour of the home and load to YouTube.
6. A sign rider will be placed on the sign with the direct web address for your home (ie. www.123elm.info).
7. Place color graphics, disclosure statements, survey, and financing options in your home for potential buyers.
8. Distribute copies of the graphic of your home to over 1000 Real Estate sales agents in Collin and Dallas counties for their prospective buyers.
9. Place your listing on a program that runs continuously on the Ohlig Group Realty television, located in the lobby of our office.
10. Place your home on the Ohlig Group Realty office tour.
11. Suggest and advise you on ways to make your home more marketable to the buyers.
12. Network with Collin County's Realtors and affiliates at our bi-monthly board meetings for the Collin County Association of Realtors about your home.
13. Twice per month (or more) hold an "Open House" on your home for the general public.
14. Work with other listing agents in your neighborhood to hold a "Neighborhood open house" early in the listing.
15. Contact all Realtors that show your house for the feedback and response from them and their buyers. You will also have 24-hour access to feedback on showings via the web.
16. Personally communicate feedback from your showings/previews on at least a weekly basis.
17. In addition to weekly calls on showings and updates, I will also provide you with a monthly activity report containing:
 - An overview of the marketing being done on your home.
 - Feedback from agents and buyers that viewed your home.
 - Updates on competitive homes new on the market and the number of homes sold.
18. Pre-qualify all prospective buyers making offers.
19. Represent you when presenting all contracts and assist in negotiating the best possible price and terms for you.
20. Present your home on social media websites such as Facebook, Twitter, youtube, etc.
21. Provide you with a copy of your color, listing flyer for your approval (or paperless link)
22. Set up a search that will automatically send you an email as similar homes either come on the market, reduce their price, or sell.
23. Can have professional designer to assist you in staging your home for showing (fees to the Stager are separate).
24. To enhance maximum exposure of your home to potential buyers, your house will be submitted to the North Texas Real Estate Information Systems (MLS).
25. Your home will also be placed on the following websites (see page 2):

This is my personal commitment to you.

Thank you very much for allowing me the opportunity to work with you on the sale of your home.

Internet/Website Syndication List



- [Ohlig Group Realty](http://theohliggroup.com) (theohliggroup.com, office TV, monthly meetings)
- [MLS \(NTREIS\)](http://MLSN.com)
- REALTOR.com
- Zillow.com
- Dfwopenhouse.com
- Backpage.com
- eBay Classifieds.com
- Yahoo! Real Estate
- [Geebo](http://Geebo.com)
- HotPads.com
- Cyberhomes/AOL
- Point2Agent.com

- Craigslist.com
- ChristopherOhlig.com
- TheOhligGroup.com
- Facebook.com
- Vflyer.com
- Trulia.com
- Oodle.com
- Google.com
- Vast.com
- FrontDoor.com
- HomeFinder.com
- PlanoForeclosure.com