

# **Marketing Plan for Your Home**

## **Day 1:**

- **Listing appointment-documents signed**
- **Showing instructions discussed**
- **Yard sign installed**
- **Lockbox installed**
- **Photos taken**
- **Network tour scheduled, if applicable**
- **Open house scheduled, if applicable**



## **Day 2:**

- **Data entered into MLS**
- **Advertising submitted to bi-weekly Homefinder (6,000 copies issued bi-weekly)**
- **Advertising submitted to weekly Herald-Times ad w/rotating schedule (60,557 Daily Readers & 97,772 Sunday Readers)**
- **Listing submitted to Internet (choicerealtygmt.com, homfinder.org, realtor.com)**
- **Copies of documents mailed to seller**
- **Brochures and flyers made**
- **Notification emailed to REALTORS of new listing**

## **Ongoing Marketing:**

- **Weekly inter-office review of the market**
- **Monthly review with seller of the market**
- **Any feedback received will be reported to seller**
- **Agent networking on a regular basis**
- **Miscellaneous company promotions**
- **Periodic email broadcasts to agents**

# **Your home will be advertised in the following:**

- **Listing in Multiple Listing Service (MLS)  
(including a virtual tour)**
- **Every Homefinder magazine  
(published bi-weekly)**
- **Three Websites  
([choicerealtymgmt.com](http://choicerealtymgmt.com), [homefinder.org](http://homefinder.org) and  
[realtor.com](http://realtor.com))**
- **Periodic ads in the Homes section of the Herald  
Times**
- **Inside/Outside Brochures for prospects**
- **Internal email to REALTORS periodically**
- **Your home will be toured by the Network of  
Independent Brokers, if applicable.**