

Cat Tutor's Center-Stage Marketing Plan

Production	Audience Debut	Spotlight	Agent Premier
Getting home ready for show	Easy Access Schedule	Networking within my sphere	Flyers Distributed
Online Presence	Open House	Online Push	Brokers Called
Sign in yard	Neighbor Showing	Postcard Mail Out	Previous Agents Called
Flyers	Flyers About Open House	Similar Home Call Out	Online Push
Lockbox	Advertise Open House Online	Showing Feedback Considerations	Agent Showing

➤ PRODUCTION

▪ Getting home ready for show

- **Kitchens sells the house...** Quick **inexpensive** updates
 - ◆ New cabinet hardware
 - ◆ Fancy sink nozzle
 - ◆ Neutral Paint
 - ◆ Clean and cleared off countertops
- **More expensive** kitchen updates that will help sell home
 - ◆ New Countertops (granite, marble)
 - ◆ Appliances
 - ◆ Flooring
- Declutter your home
- Clean closets/storage spaces, remove at least ½ your clothes
- Clean carpets
- Soft scents (vanilla, baking smells)
- Paint and Fill holes if necessary
- Clean out fireplace, add candles to it
- Clean curtains/blinds or get new ones
- Keep animals contained if possible
- Remove animal dishes before showings

- Keep lights on when showing
- Change air filters and Clean vents
- Family pictures taken down
- Pack up memorabilia, collections, heirlooms
- Lessen the amount of furniture
- Clear counter spaces to minimal
- Add touches of color

First Impressions Are Lasting Impressions

◆ **Curb appeal is very important**

- Manicure yards, cut grass, de-weed
- Plant colorful flowers/shrubs
- Entry way is most important
- Flower pot with color is helpful
- Park bench or nice outdoor furniture to stage
- If necessary new house lights and address numbers

- Staging if necessary

▪ **Online Presence**

- Getting home on IMLS
- Checking to see the home presented on Zillow, Trulia, etc...
- Adding the home to agent website and social media
- Adding home to Silvercreek Realty Agent page and forum

▪ **Flyers**

- Professional looking flyers to attach to the sign and to keep in home on counter for drive-bys and showings.

➤ **AUDIENCE DEBUT**

▪ **Easy Access Schedule**

- The easier the access for Realtors to view homes with clients the faster the home will sell.
- Think about a schedule that works for you and your family.
 - ◆ Is it appropriate hours for buyers to come see the home?
 - ◆ There should be hours in every part of a day available for show and a flexible notice times.

▪ **Open House**

- Flyer the neighborhood about scheduled open house
- Have a [neighbor showing](#) before the start of the open house for neighbors to come check out the home.
- Open House signs to direct traffic to your home

- Open House listed on IMLS and other online resources
- Owners should have home ready and lights on for open house
- Owners should not be present for the open house

➤ **SPOTLIGHT**

- Making sure your home is spotlighted on all forms of advertising.
 - Networking within my sphere of influence.
 - ◆ Sending out emails to my potential buyers
 - ◆ Sending out notifications to my fellow Silvercreek peers
 - ◆ Advertising your home on Facebook and give it a Facebook boost
 - ◆ Doing a postcard mail-out to a neighborhood 1 price level under your home.
 - ◆ Viewing homes within 2-mile radiuses that are on the market to look at comparables and make contact with agents that viewed the similar homes.
 - ◆ Calling all showing agents that has viewed the home for feedback and making considerations for simple changes.

➤ **AGENT PREMIER**

- Holding a special Open House [for Real Estate Agents](#) and their Clients.
 - Flyers distributed to the different brokerages around the area.
 - Brokers called to talk about advertising it on their social media
 - Previous agents who viewed the home called.
 - Online Push about the event
 - Home ready for show and lights on
 - Owners should not be present
 - Home open with snacks for agent showing.

AND MY HOME STILL HASN'T SOLD...

Consider a price reduction!

If interest isn't strong this should be a consideration within the first 20 days of being on the market.

1. Consider a few inexpensive updates that can make an impact
2. Relook at the feedback and make considerations
3. Continue marketing efforts