

October 14, 2016

Awesome Client  
100 Easy Street  
Heartland, MA 02118

Dear Awesome Client,

Thanks for considering me for an upcoming potential real estate transaction. I appreciate the opportunity. I wanted to give you packet about my services, the plan for your property and a "Guide to Selling Your Home".

You will want to go my accompanying web site to review some of the more complex items in the marketing plan. Please visit [www.realtormikemahoney.com/sellers](http://www.realtormikemahoney.com/sellers) and use your password which is: "awesomeclient".

Enclosed please find the most recent market statistics for the area where your property is.

I appreciate the opportunity of potentially working together to market your property and settle you into your next home. At anytime, if you or your family have questions about the sale of your property or the process, please feel free to call me on my cell phone at 617.980.9025.

Sincerely,

Michael Mahoney

**MICHAEL  
MAHONEY**  
*Real Estate Advisor*

Marketing Plan for  
100 Easy Street in Heartland, MA

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*A step by step guide to selling your property*

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**The Realtor Mike Mahoney Real Estate Team**  
**Keller Williams Realty**  
*Offices All Over Greater Boston*  
*[www.RealtorMikeMahoney.com](http://www.RealtorMikeMahoney.com)*  
 617.980.9025

## **The Key To Marketing Residential Properties: Defining And Targeting The Best Prospect Groups**

**How do I market a residential property?  
What should the marketing plan look like?**

Unfortunately, there is no "silver bullet" plan. What works for several properties might not work for yours. Variances from property to property and neighborhood to neighborhood make a "standard" plan impossible. You must consider this when hiring a real estate advisor. The majority of agents will show you a list of media and web sites they will expose your property on. Their approach is usually to show you as much as they can to justify their value. Here's something to think about. You go to a free buffet at a casino and there is lots of food. Just because there is a lot of food, does it mean that is good? Would you prefer a meal in mid to upper value conscious restaurant with great food and ambience or the all you can eat buffet at the casino? Remember, the majority of the people at the buffet in the casino took a bus to get there.

### **Push Versus Pull Marketing...**

To create a custom marketing plan, your real estate advisor really needs to identify the most likely buyer and their key personality traits. This has to happen before they spread out the "buffet". Most agents in the market use push marketing. The definition of push marketing is that agents push marketing all over the place hoping that "mud will stick". The problem with this approach is that you get appointments for your property where there is not really a true fit. In the end, this just ends up frustrating homeowners. When you clean your house and rearrange your schedule to make the property available then find out that it was the wrong fit all together....nobody wins.

### **Do You Want To Kiss A Lot Of Frogs?**

In the end, you really want to embrace a technique that I call pull marketing. In pull marketing, you are essentially attracting the right buyer to the property instead of relying on mass marketing. Let's put this in the context of dating . Would you want to be all things to all people or would you prefer to be more selective? If you take the mass marketing technique and apply it to dating, you are essentially saying that you will kiss a lot of frogs to find the prince. Do you have the time and energy to kiss a lot of frogs? If so, then I would recommend mass marketing. If you are more selective, then we need to design a marketing plan that pulls in only the right "prince".

## **The Marketing Plan Begins When We Work Together...**

To create a custom plan for your property, let's work together to define the most likely buyer for your property. We need to define the amenities, special features and believe it or not any "negative features" of the property. This statement about the "negative features" may seem counterproductive, but by eliminating who not to market to, we become more selective to whom we will market to. This is known as the principle of sacrifice. I will share this concept with you when we sit down to discuss your specific marketing plan.

The first step in working together is to list all the positive features and then the negative features. These two lists will give us the clues of who to market the property to. These lists help us develop the theme for our marketing.

Before I can give you a custom tailored marketing plan for your property, we need to ask ourselves a key question. The question is "What is it about this home that is different from properties with which it competes?" When we answer this question, we are given the clues on how we differentiate the property and find just the right buyer for your home. We only need one. This is how we will use "pull marketing" to attract the prince.

The goal of marketing your home is to find the right prospects for whom the home and the lifestyle are a match. By analyzing the positive and negative features of your property, we will determine the lifestyle the home represents, and then we will target the most likely prospect groups. This strategy makes sure that we are making the most effective use of our time while marketing your property.

### **A Successful Marketing Plan Is:**

- ✓ The Right Story
- ✓ The Right Story Told Effectively
- ✓ The Right Story Told To The Right Prospects
- ✓ Using The Right Medium To Tell The Right Story To The Right Prospects

Many Realtors only have a one size fits all approach. Unfortunately, there is no one size fits all plan. I believe that clients should be given choices for marketing their property. We offer a couple options for you to choose from. The plans all have their own merits. The beauty is you get to decide. You can also pick and choose items on an a la carte basis. If you would like to create your own plan, you can also design your own from the two below.

Each plan is designed to get your home a maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage opportunities to showcase your home to people who can buy your home or help us find the right buyer.

People who we market to include attorneys, business owners, medical professionals, human resource professionals and top local real estate professionals. Our team has memberships in several networking groups where we will expose your property to many people who can influence other people about your property.

### **There Are Three Plans Available**

The plans available are the "*Ruby Plan*" the "*Sapphire Plan*" and *The Design Your Own Plan*. The Sapphire Plan is cumulative. It builds upon the Ruby Plan. You can also design your own plan by piecing together components of either the Ruby Plan and the Sapphire plan on an a la carte basis.

### **My Objectives**

- ✓ Assist you in getting as many qualified buyers into your property until it is sold.
- ✓ Communicate with you before and after showing and at regular intervals so that we may take a team approach to getting your property sold and make any necessary tweaks to the process to make sure that you are as comfortable as you can be working with our team.
- ✓ Assist you negotiating the highest retail sales price and best terms to achieve your goals with the prospective purchaser of your home.

### **My Philosophy**

My belief is that we are on the same team. We will work together collaboratively to make your property sell. At any time you have my permission to ask to have changes made to make the process more comfortable. I personally treat clients as if they were family. It's my goal to make you a raving fan. Anything I can do make the process more comfortable, I am happy to help you with.

## **The Ruby Plan**

- ✓ Conduct marketing consultation meeting to include pricing recommendation. Price the home strategically to be competitive within the current market and within current pricing trends.
- ✓ Make suggestions on changes you can make to ensure the property is market ready. Our team will give you Realtor staging recommendations which will be low cost or very low investment.
- ✓ Advise you on possible repairs and make connections to solid professionals in the area who may be able to assist you in making necessary repairs. Please note that as Realtors, we are not home inspectors. However, given our experience selling homes, we can point out things that may not be as obvious to you.
- ✓ Create a “property positioning statement” to help identify target prospect groups. This is an essential component of selling a property. This shows us where to aim the property in order to secure the most ready willing and able buyer.
- ✓ Develop a list of features and amenities your property would offer to a prospective purchaser. The goal is to highlight specific tangible and intangible benefits your property which would be used to differentiate you from competing properties.
- ✓ Create a property brochure book to include photos and description of home, area information, school info, neighborhood or building covenants and restrictions (or relevant documents), utility costs, property vendor lists, and other information as agreed upon by seller. This property brochure book will be available in the house for prospect review. Additionally, digital copies will be made available to all agents who make inquiries on the properties and during our telephone and Internet prospecting sessions.
- ✓ The two foregoing items will be fit together and our team will produce a property specific web site for your property. For example, your property specific web site will be ***www.YourPropertyAddress.com***
- ✓ Your property will be professionally photographed. Photographs of interior, exterior views, key rooms, and special features will be taken
- ✓ Place the home in the local/regional multiple listing system (MLSPIN) with multiple photographs.
- ✓ Multiple Youtube videos of your property.
- ✓ Animoto video of your property
- ✓ Vimeo video
- ✓ Social media exposure on Twitter, Facebook and Pinterest
- ✓ Install lockbox if appropriate
- ✓ Assign our call center to field showing requests 24/7 from agents so that we do not miss any appointment requests. Additionally, the system will allow you to control the entire process of showing your property all from your computer or cell phone.

- ✓ Mike Mahoney of The Realtor Mike Mahoney Real Estate Team will personally be following-up for feedback about your property. Specifically, our team has implemented a survey system to get feedback from the showing agents about price, location and items which might help make your property more appealing. Over the course of 15 years, we have found that agents don't give great feedback about showings or simply don't return calls. We have eliminated this by deploying an online survey to capture feedback from agents after showings. In addition to this, we call just before the showing to ensure that there are not setbacks with making it to the appointment. Our feedback system has proven to be extremely useful in getting offers to the table. When an agent puts in commentary about something the buyer might not have liked, we will work with you, the seller to remedy the objection. By utilizing the survey system, we can make "game day" changes as necessary to get your property sold. Ask for a demonstration on this.
- ✓ Ask about my "Jumpstart Role Reversal Offer Strategy". This technique puts quite a few real estate transactions together for us yearly. This is a critical component of the process. We will demonstrate in person.
- ✓ Review changes in the marketplace together weekly so that we make tailor pricing and marketing to match the market trends.
- ✓ Install a for sale sign in the yard if allowed and if appropriate. Typically, if your property is a condo we may not be allowed to install a sign on the property. In addition to a regular real estate sign, I will also place a sign with a reference to your property specific web site and a reference to a capture web site for your town. You can see a video on this at our online seller portal at ***www.RealtorMikeMahoney.com/sellers*** - Ask us for your password
- ✓ Place a brochure box on property (if appropriate) filled with nicely done information sheets. See video depicting this on: ***www.RealtorMikeMahoney.com/sellers***
- ✓ We have access to a system called Broker Metrics which researches the agents who have sold and at what price points in the marketplace. This will allow us to selectively target market to agents who are productive at your price point. This has been proven to be effective in generating interest in the properties we sell.
- ✓ We will also directly email video message agents, prospects and my sphere of influence contacts about your home.
- ✓ Add the property listing too [www.Realtor.com](http://www.Realtor.com)
- ✓ Place property listing on company's website - ***www.KW.com*** *Our company currently has 130,000 agents in the company worldwide. This is the largest real estate company in the world. The sheer amount agents results in clients being referred in and out of our market. Additionally, when you have this many agents in the marketplace it causes people from all over the world to use KW.com as their search site for their next home.*
- ✓ *Display your property on Trulia and Zillow*

- ✓ *As a Keller Williams agent, our listing platform is coded to syndicate to over 900 real estate web site. This essentially means that when you hire us for the job of selling your home, everyone will know your home for sale.*
- ✓ Create and reproduce a full color property brochure
- ✓ Create and reproduce mini-brochure cards - 100 of these will be provided to seller.
- ✓ Email color digital flier to a select group of luxury agents in the marketplace
- ✓ Direct Access to Mike Mahoney via cell Phone Anytime throughout the transaction.
- ✓ Offer twice monthly reports on market activity in the relevant area and price point
- ✓ Compile follow-up reports for showings from our personal notes as well as feedback from showing surveys that we generate and capture information from other showing agents.
- ✓ Host a “broker open” event for area agents who may have buyers for the property. Include your home on a broker tour or more specifically a broker open house by invitation only to your home to the “Top 25 Selling Agents” in your price point. There are so many agents in the market, but so many are part time. Our team will use a system called **Broker Metrics** to identify the agents who are most active in the relative price point of your property to ensure that we are fishing where the fish are. We target to these productive agents and not to the masses of agents. Sample incentives incentives in the past have included tablets and Amazon Kindles.
- ✓ To reach the rest of masses of agents in the overall market place, we will use email blasts to reach the vast majority of agents in the market place. This is ongoing.
- ✓ We will also selectively target agents who have properties being marketed at your price point since they are securing appointments to their properties as well.
- ✓ Weekly emails to agents who have clients for your property with multimedia emails linking back to your property web site and our online scheduling system. This will allow the recipient to set an appointment on your property 24 hours a day. We will demonstrate our video email messages to your when we meet in person.
- ✓ Work with you, the seller, to create a room-by-room showing guide
- ✓ Create a digital property brochure on agent’s website as well as load the digital brochure and showing guide into the MLS where every agent in the marketplace will be able to review additional details typically not available on public facing web sites. It's our philosophy that in consultative selling, the more information you can provide the easier the "actual" selling is. No one likes to be sold, but they do like to buy. By providing all the decision maker with the most information available, then the "sale" becomes easier.
- ✓ Implement additional customized marketing initiatives for the property as we receive feedback and tailor custom adjustments to ensure that we are making the best use of all marketing and capitalizing on showing opportunities.
- ✓ Open Houses are used strategically. Often times, I use open houses as leverage on people who are "hovering around" but not making an offer. An open house can be marketed in such a way that fence sitters are spurred into action.

- ✓ Open House attendees sign in via an Ipad. This is critical because when an attendee signs in the usually put fake information or non-essential information on the paper sign sheets. Our system for open house sign in is critical for follow-up. We use this to capture "real information". We can then send follow-up messages about the house and other relative market data points.
- ✓ When an offer is received we have system to alert buyers and agents about the offer. This is critical since we can sometimes get more than one offer in place to work them off of each other.
- ✓ From offer to closing. Our team handles whole process of drafting, getting the contract accepted and executed in conjunction with the buyers, their lenders, their attorney and your attorney.
- ✓ Diligent follow up and clearance of contingencies which would kink up your closing
- ✓ Handle the bank appraisal
- ✓ Work with you on required municipal inspections from the local fire department and the water department and/or public works.
- ✓ Working on inspection issues, appraisal, mortgage financing and closing procedures with the closing attorney and title examiners.
- ✓ My whole system is paperless. This is important because speed is a critical component in keeping real estate transactions together. This also ensures that we can close. It's also a huge benefit to you, the client, since you won't have to leave your home and come to my office to handle any paperwork.
- ✓ A Realtor from our team will attend your closing unless you decide that you are going to have your attorney handle the closing under a power of attorney. Many clients handle their transaction this way.

## *The Sapphire Plan*

The sapphire plan is a cumulative plan in that it incorporates all of the elements of the preceding "Ruby Plan" and the following additional items below.

At every price point, every buyer of real estate is looking to make a secure purchase. No one wants to purchase a property they think will diminish over time. This will prevent people from making a purchase. Another point which may prevent a buyer from making a decision is relates to "physical obsolescence". If they feel something is at the end of it's physical life, they will avoid making a purchasing decision. Even worse they make a "low ball offer" on your property.

Think about when you bought your property. Did you have any hesitation or reservation? "Am I am doing the right thing here?" You know the voice of reason that starts talking once the butterflies from emotional thinking flutter away. We have two specific items which are designed to move buyers away from second guessing and into action.

As a team, we can offer we can offer benefit which protect a buyer's investment. As part of the package to the buyer, we can offer 12 month buyer protection. This package includes two items which get buyers making offers:

1. Buyer Remorse / Life Change Protection
2. Home Warranty

To protect against buyer remorse or hedge against life changes, our team has a buyer protection plan. In writing, The Realtor Mike Mahoney Real Estate Team will give the buyer an agreement that says that if for any reason the buyer of your home needs to sell the property within 12 months after closing date, we will sell their property without taking a fee for our team. We will only require that they only pay us \$500.00 administration fee to market the property for them. They can decide what they want to offer as compensation to a buyers agent in the MLS. This will save them at least 2.5% of costs should they decide they need to sell the property within the first 12 months of the purchase.

As you can imagine, this will reduce a great deal of worry on behalf of a perspective buyer.

The second part of the "Sapphire Plan" that helps eliminate buyer trepidation is a home warranty on the physical property.

Provided at closing , a warranty covers normal wear and tear to the home's major systems (furnace, hot water heater, air conditioner, plumbing and electrical systems) and major appliances (refrigerator, oven, dishwasher, built-in microwave, disposal, trash compactor).

These warranties are complementary to homeowner's insurance, the warranty covers the repair or replacement of the most frequent and likely home system and appliance breakdowns.

When a covered system breaks down, the homeowner (your buyer) simply places a claim online or calls a toll-free number, and the warranty company will immediately dispatch a contractor to make the repair. The homeowner (your buyer) pays the contractor a small service fee (co-pay) and the warranty pays the rest of all covered items. Homeowners won't have to hassle with finding a contractor or worry about negotiating the cost of the repair work. In the event that a covered system or appliance cannot be repaired, the warranty company will replace it with a system or appliance of comparable or better quality. It's the perfect solution for today's busy homeowner.

During the listing agreement term, you (the seller) will receive complimentary seller's coverage as part of choosing to use the warranty in the marketing of the home. This is provided, in most states, during the listing period with a commitment to purchase Buyer's coverage at the time of closing.\* We need to verify this as coverage can change at any time since this is administered through a third party.

**Cost of the Plans**

The "Ruby Plan" is 5.0% of the nets sales price on your property. The fee is allocated as follows:

- ✓ 2.5 percent professional fee to paid to the selling brokerage firm and it's agent who represented the buyer
- ✓ 2.5 percent professional fee allocated to marketing costs and to the listing brokerage firm (Keller Williams) and to The Realtor Mike Mahoney Real Estate team for professional services rendered.

The Sapphire Plan is 5.5% of the net sales price. The fee is allocated as follows:

- ✓ 2.5 percent professional fee to paid to the selling brokerage firm and it's agent who represented the buyer.
- ✓ 3.0 percent professional fee allocated to marketing costs, and buyer protection plan. This is paid to the listing brokerage firm (Keller Williams) and to The Realtor Mike Mahoney Real Estate team for professional services rendered.

The Design Your Own Plan allows you to pick and choose parts from each of the preceding plans. Together we can negotiate a fee structure which matches your goals.

**Easyout Cancellation Policy**

At anytime, should you need to cancel the marketing agreement due to change of employment, financial situation, or any other personal life matter you have the option of canceling the agreement free of financial obligation. We simply ask that you pay a \$399.00 termination fee to cover administrative costs. We will give you a signed cancellation guarantee.

Property Address: \_\_\_\_\_

\_\_\_\_\_  
Michael Mahoney                      date

\_\_\_\_\_  
Seller Name Here                      date

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