



# 25-Point Marketing Plan

SAMSON  
PROPERTIES

## OUR GOAL

Our goal is to offer the highest standard of professional service to all our customers, that assures that your property is marketed to its fullest potential in order to obtain the highest possible market value for you.

## The 25-point Marketing Plan

### 1. REVIEW PROPERTIES IN DIRECT COMPETITION WITH YOURS

All homes are unique. Therefore, we will review how each home is similar and how it is dissimilar to your home so that we can factually evaluate your market position.

### 2. FAMILIARIZE YOU WITH SOLD HOMES THAT ARE MOST LIKE YOURS

People may ask anything for their homes. However, the prices for which these homes actually sold for are of paramount importance in establishing a realistic range within which your home may be expected to sell.

### 3. DEVELOP AN APPROPRIATE LISTING PRICE

We will work with you to develop a listing price designed to attract top price, in the shortest period, with the least inconvenience to you. We will achieve this objective by considering direct competition in the market, your own immediate plans and needs, seasonality, buyer versus seller markets, and pricing practices in the marketplace.

### 4. ACCURATE EVALUATION

The correct selling price of a home is the highest price that the market will bear. It is your home and no one knows its features better. Therefore, we will tour your home together in order to develop a solid understanding and appreciation of what your home will offer to a prospective buyer. To assist you in determining the correct asking price, we will provide you with a comprehensive Marketing Analyses of comparable properties sold and offered for sale in your neighborhood.

### 5. PROFESSIONAL ADVICE

We will advise you of any necessary repairs and how you may best prepare your home for showing. We will keep you informed about current marketing conditions of similar properties in direct competition with yours and any other factors which may affect the progress of the sale.

- Prepare and sign listing contract
- Send listing contract to MLS board
- Place lock box on property, if needed
- Provide you staging tips on how to showcase your Home

### 6. EXPLAIN MARKETING CUSTOMS AND SELLING PRACTICES

There is much for us to review and we want you to be knowledgeable and comfortable during the marketing period. We will discuss everything ranging from when the sign is posted, to the appointment procedure, to the MLS tour, to the presentation of a sales contract to you.

### 7. PROVIDE YOU WITH A WRITTEN ESTIMATE OF SELLER'S EQUITY

We will identify all of the usual charges and expenses which you can expect to incur during the selling process.



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## 8. DISCUSS FINANCING OPTIONS AVAILABLE TO A TYPICAL BUYER

There is a myriad of financing options available today. We will discuss Adjustable and Fixed rate options, cap rates, balloons, etc., so that you'll be perfectly knowledgeable when the contract to purchase is presented to you.

## 9. PROMOTION OF YOUR HOME TO OTHER REALTORS

The major selling points of your home will be distributed to other real estate firms throughout the community especially the Top 100 Agents active in the neighborhood. Arrange showings for other agents.

## 10. SIGNAGE

The highly respected SAMSON PROPERTIES "FOR SALE" sign serves as an instant notification to all that the sale of your home is in professional hands and advertises your property 24 hours a day.

## 11. NOTIFY PURCHASERS

We will use our advanced computer system to identify people who have been looking for homes in your neighborhood. We will mail the "Just Listed" flyers/postcards to neighbors providing details of your property.

## 12. OPEN HOUSES

- If appropriate, we will arrange and hold open houses during reasonable hours.

## 13. VIRTUAL TOUR

In addition to open houses, we provide a virtual tour of your home which allows all prospective buyers in the price range of your home (including out-of-state buyers and buyers from different time zones), to preview your home at their convenience, 24 hours a day. This has the added benefits of providing extended geographical and visual exposure of your home, while at the same time, sparing you the inconvenience of having to show your home at times that are not convenient for you.

## 14. MAINTAIN A VIABLE ADVERTISING PROGRAM

We will consolidate the features and attractions of your home by preparing a listing sheet summary, describing your home in detail. This will be used as a basis for advertising and to provide information to prospective purchasers and our cooperating brokers. Additionally, we will advertise your home in appropriate publications and communicate our results to you.

## 15. PROGRESS REPORT

Every step in the sales effort will be documented. Our Progress Report will keep you up to date. To accommodate your schedule, in between our reporting period, we will set up a 24-hour personalized voicemail system and web page that will enable you to hear or read and print out the status of the transaction.

## 16. PRE-APPROVED MORTGAGES AND FINANCING GUIDANCE

Through our By Referral Only mortgage brokers, we offer pre-approved mortgages which encourage buyers by letting them know the mortgage potential in advance. Your SAMSON PROPERTIES Consultant will provide professional financing guidance to both the buyer and the seller.

## 17. PRESENTATION OF OFFERS

We will negotiate the transaction with other agents and present all offers as soon as received together with a revised "Net calculation", showing your bottom line based on the terms of the offer.



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## **18. ASSIST IN FINDING YOU A HOME IN YOUR NEW LOCATION**

If you are staying in the area, we will help you. If you are moving away, we will, at your request, consult our national relocation network and have a competent broker contact you from that location.

## **19. PROCESSING THE TRANSACTION:**

We will promptly prepare, process, retain and/or distribute any required documents to appropriate parties.

## **COOPERATE WITH YOUR ATTORNEYS AND OTHER PROFESSIONALS**

You need only advise me and we will dutifully communicate and work with your representatives, lawyers, accountants, and other professionals who work for you.

## **21. RESPONSIBLY ACCOUNT FOR EARNEST MONEY/SECURITY FUNDS**

We will agree to hold these funds, in compliance with the laws of this state, on your behalf, to ensure contract compliance by your buyer.

## **22. HELP ARRANGE FINANCING FOR YOUR BUYER, IF NECESSARY**

Many times, we become aware of attractive financing programs. If requested, we will provide the buyer's cooperating broker financing information that may help to satisfy the mortgage contingency more quickly and safely.

## **23. FOLLOW UP AND ENSURE THE TIMELY SATISFACTION OF ALL CONTRACT CONTINGENCIES AND REPORT ANY DEVIATIONS**

We maintain a calendar of pertinent activities which we review regularly to monitor contract compliance. We will advise you as to the status of these events.

- opening escrow/trust account
- delivery of contract
- home inspection
- home warranty
- deliver binder to lender

## **24. PARTICIPATE IN THE SETTLEMENT PROCEEDINGS, AS NECESSARY**

- We attend closings, whenever possible, to assure a smooth transaction, from start to end.
- Explain any settlement process whenever the Settlement Officer's explanation is inadequate.
- Arrange for relocation, if required
- Provide you with Moving Tips
- Other Services

## **25. RETAIN A PERMANENT RECORD OF THE CONTRACT**

We will maintain a file of all pertinent documents for a reasonable period.



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## MARKET ANALYSIS EXPLANATION

The correct selling price of a home is the highest price the market will bear. To you in determining the correct asking price we will provide you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighborhood.

This analysis will be based strictly on homes that can be considered similar to yours, and will be specially prepared for you to show an up-to-the moment analysis.

This "Comprehensive" property analysis will be divided into four categories:

1. Similar properties that are currently listed
2. Similar properties that have recently sold

EMA REAL ESTATE GROUP (301) 452-5252