

# MARKETING ACTION PLAN

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## WEEKS 1 & 2: PRE-MARKETING PHASE

### Home Enhancement Proposal

- Exterior Repairs
- Exterior Improvements
- Yard/Garden Landscape
- Interior Cleaning
- Interior Repairs
- Interior Improvements
- Staging

### Research

- Title
- Seller's Written Disclosure
- Survey/Encroachment
- Building Permits
- Home Inspection
- Termite Inspection
- Legal Issues/Liens

Recommendations can be provided for you to interview and select service providers or I can arrange 3rd party providers upon request.

### Marketing Preparation

- Listing Agreement Signed
- Complete a Comparative Market Analysis
- Develop Pricing Strategy
- Photography/Videography
- Develop Marketing Calendar
- Order Just Listed Postcards  
Neighborhood  
Top \_\_\_\_\_ Brokers on Oahu
- Identify Targeted Brokers (Sold in Area)
- Identify Buyer Profile

- Create a Story About the Home
  - Write Advertising Copy
  - Develop Property Fact Sheet
  - Schedule First Brokers Open
  - Schedule First Sunday Open
  - Schedule Open House Guide Ad
  - Schedule Ads in Newspaper/Magazines
- \*Space availability & timing!

## WEEK 3: MARKETING & EXPOSURE OF LISTING

- Load listing into the Multiple Listing Service with Photographs
- Install Yard Sign and Name Rider and applicable Property Riders
- Listing to be exposed on the following websites to include company website, personal website, HiCentral, Hawaii Information, Realtor.com & More
- Single Property Website
- Blast emails to Selective Agents
- Market to Broker Network via phone calls and or emails
- First Brokers Open & First Sunday Open House
- Listor to provide feedback after the 1st Brokers and 1st Open House
- Listor to provide regular feedback to Seller via email and or phone

Week 3 Feedback: Number of Calls \_\_\_\_\_ Number of Showings this week \_\_\_\_\_  
Recommendations: \_\_\_\_\_