

MARKETING PLAN OF ACTION

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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*
- ☐ Legal Issues/Liens

*May be arranged through listing agent, concierge or 3rd party service providers

Marketing Preparation

- ☐ Listing Agreement Signed
- ☐ Complete a Comparative Market Analysis
- ☐ Develop Pricing Strategy
- ☐ Photograph Property
- ☐ Develop DHH 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 Homes & Land Ad or other
Magazine Ad upon space availability
and 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 dhhre.com, personal website, HiCentral, Hawaii Information, Google, Cyberhome, AOL Real Estate, Lycos Classifieds, MyRealty, Trulia, Military.com, Oodle, Homescape, Hotpads.com, CLR Search, Propbot, Frontdoor, Zillow, Backpage, etc.
- ☐ Blast emails to Selective Agents
- ☐ Market to Broker Network via phone calls and or emails
- ☐ First Brokers Open & First Sunday Open House
- ☐ Lister to provide feedback after the 1st Brokers and 1st Open House
- ☐ Lister to provide regular feedback to Seller via email and or phone

Week 3 Feedback: Number of Calls _____

Number of Showings this week _____

Recommendations: _____