



# Marketing Plan for SELLERS



## **The Realty Transaction Services 2000, Inc (RTS 2000) Broker's Pledge**

**Valued Client,**

Thank-you very much for giving us this awesome opportunity to present the enclosed proposal to market your home. I appreciate the time you invested in reviewing the features of your home and outlining your financial goals and time considerations.

I personally pledge that you will receive competent and professional service once we get started on the task of selling your home. We have represented many area families in transactions that have helped them realize maximum value in a reasonable time. We hope that you will have a similar experience.

This marketing plan represents my commitment to you to ensure that your transaction is handled with the highest degree of professionalism and integrity possible. Our approach is to use proven tools and strategies that are designed to produce quick results, all while minimizing the stress that can come with managing such an important personal and emotional transaction as selling a home.

If at any time during this process you have the slightest concern or question, please feel free to contact me directly and I will take the steps necessary to make sure that your issues are resolved. We look forward to getting started on this plan and delivering to you the best results possible.

Sincerely,



**Terry Rogers  
Broker**

---

Realty Transaction Services, Inc. (RTS 2000)  
1522 Pointer Ridge Place suite "eye"  
Bowie, MD 20716  
(301) 218-6336 office      (301) 218-5002 fax





## *Services You Will Receive*

- We will help you determine the best selling price for your home.
- We will suggest what you can do to get your home in top selling condition.
- We will develop a strategy to show your home.
- We will enter your home in the Multiple Listing Service.
- We will implement the enclosed marketing plan.
- We will talk with you to review progress periodically.
- We will advise you of changes in the market climate.
- We will present all offers to you promptly and assist in evaluating them.



- We will monitor progress toward closing when a contract is accepted.
- We will monitor the appraisal and buyers loan approval.
- We will immediately advise you of events that may threaten closing.
- We will coordinate and monitor the settlement process.





## Your RTS 2000 Results Oriented Marketing Plan

### Week 1 Activities

SUN	MON	TUE	WED	THU	FRI	SAT
	Enter listing into MRIS	Install lockbox Order Sign	Prepare "ad copies" & fly- ers	Mail, e-mail or hand deliver flyers to co-op offices		Mail 75 "Just Listed" cards
	Call owner to discuss 1st week's activities and address any concerns	Plan Open House and schedule activities				Personally visit prop- erty and pick -up any business cards
Open House (optional)	Contact co-op agents for feed- back	Discuss feedback & other aspects of the listing with the owner	Mail/e-mail thank-you cards to co-op agents. Personally con- tact all potential customers			Personally visit prop- erty & pick- up any busi- ness cards
	Call owner to discuss week's activities and ad- dress concerns	Plan Open House and schedule activities	Contact co-op agents for feed- back			Personally visit prop- erty and pick -up any business cards

### Week 2 Activities

### Week 3 Activities

### Week 4 Activities

SUN	MON	TUE	WED	THU	FRI	SAT
Open House (optional)	Contact co-op agents for feed- back	Discuss feedback & recommenda- tions for <i>price reduction</i> with the owner. Up- date CMA		Mail, e-mail or hand deliver flyers to co-op offices		Mail/e-mail thank-you cards to co- op agents. Personally contact all potential customers
	Call owner to discuss week's activities and ad- dress any con- cerns	Plan Open House and schedule activities				Personally visit prop- erty & pick- up any busi- ness cards
Open House (optional)	Contact co-op agents for feed- back	Discuss feedback & other aspects of the listing with the owner	Mail/e-mail thank-you cards to co-op agents. Personally con- tact all potential customers			Personally visit prop- erty and pick-up any business cards
	Call owner to discuss week's activities and ad- dress concerns		Contact co-op agents for feed- back			Visit prop- erty & pick- up any busi- ness cards

### Week 5 Activities

### Week 6 Activities

### Week 7 Activities

### Week 8 Activities



## Your RTS 2000 Results Oriented Marketing Plan (cont')

	SUN	MON	TUE	WED	THU	FRI	SAT
<b>Week 9 Activities</b>	Open House (optional)	Contact co-op agents for feedback	Discuss feedback & strong recommendations for <i>price reduction</i> . Update CMA				Visit property and pick-up any business cards
<b>Week 10 Activities</b>		Call owner to discuss week's activities and address any concerns	Plan Open House and schedule activities				Visit property and pick-up any business cards
<b>Week 11 Activities</b>	Open House (optional)	Contact co-op agents for feedback	Discuss feedback & strong recommendations for <i>price reduction</i>	Mail/e-mail thank-you cards to co-op agents. Personally contact all potential customers			Visit property and pick-up any business cards
<b>Week 12 Activities</b>		Call owner to discuss week's activities and address concerns		Contact co-op agents for feedback			Visit property and pick-up any business cards

*At Realty Transaction Services 2000, Inc. we firmly believe that effective communication and feedback with our clients is the key to successful and reduced stress transactions.*



Realty Transaction Services, Inc. (RTS 2000)  
1522 Pointer Ridge Place suite "eye"  
Bowie, MD 20716



## The Importance of Pricing It Right

Where pricing is concerned, establishing that all important asking price is part science and part art, and there are several things you should consider.

- **Study past sales.** This is the starting point for any thoughtful and successful pricing strategy; think of it as the "*science*" part. Take the time to study past sale statistics for homes in your area and areas similar to yours. None will be identical, of course, but having a clear understanding of true market value is the first step in establishing your list price.
- **Do not confuse active listings with past sales.** Active listings have not sold. They are just your **competition**. It is important to be aware of your competition's pricing, but this is often just an indication of what your home won't sell for.
- **Do not overprice because you have "time."** If the market is appreciating, this strategy may work, but if prices in your area are declining, you may quickly find yourself chasing a market and costing yourself money. And if the market is stable? Your home will just sit.
- **Leave some room for negotiation, but don't overreach.** No seller wants to feel he left money on the table, and no buyer wants to overpay. Your price should give both parties room to maneuver, but if it is too high, you risk being perceived as unrealistic, and buyers will pass over your home.
- **Think like a buyer.** What are the things that you value in a home? Is it a large yard, an updated kitchen or a view? These are likely the same things that your buyer values as well. Talk to your agent about current buyer trends. The property facing the interstate is going to be a tougher sell than the one with a mountain view. Your price should reflect how your home compares to the others offered for sale. Buyers will find objections to any home, as none is perfect, but it is curious how quickly objections disappear when the price is compelling.
- **React swiftly and decisively.** If your home is on the market and is not being shown or if you receive feedback that you are priced too aggressively, don't hesitate to adjust your price. Bad news, like spoiled milk, doesn't get better with time.





## The Value of Staging

### **Prepare your home to sell with home staging**

Have you noticed that brand new homes sell in both good markets and bad? That's because builders create beautiful model homes with strong visual and emotional appeal. Buyers are drawn to these fresh, well-decorated homes that are well maintained and in perfect condition. With that in mind, **Realty Transaction Services 2000, Inc.** developed a very comprehensive home staging program to help our clients sell their homes.

### **Why is home staging so important?**

First impressions are everything and buyers form an immediate opinion of your home within moments of entering. If a buyer doesn't get excited about your home when they walk in your front door, you may never get another chance to change their mind! That's why home staging is so important to helping you achieve a quick sale at the at the best price. Home staging helps to create the right impression in the minds of potential buyers.

### **Make your home more appealing**

Home staging is also called home enhancement or property enhancement. The goal of **RTS 2000's** home staging program is to present its clients properties at their best - just like new homes - so they sell quickly and for the highest price. When we stage a client's home, **RTS 2000** strives to create that perfect model-home look that excite buyers.

### **Enhance your home with care**

**RTS 2000's** home staging program makes our clients properties look great, while spending the least amount of money. After listing a home for sale we carefully inspect it, looking for things that might detract from a potential sale. Then, we put together a written list of recommendations and a home staging budget. Once the seller has reviewed and agreed to the items, we will schedule and supervise the work for you. It's that simple — it's that easy!



### **You'll lose money if you don't stage your home**

When showing homes to buyers, **RTS 2000** is often amazed at how poorly some homes present. Even the most simple and basic things such as a good interior cleaning, touch-up painting and minor yard work are often ignored. Homes that have not been enhanced are the ones that sit on the market for a long time or they receive "low ball" offers. Don't make this costly mistake! Call **RTS 2000** to take advantage of our comprehensive home staging program.

### **The easy way to stage your home!**

When you list your home for sale with **RTS 2000**, home staging is a breeze. We work with highly trained professionals who know exactly how to make your home show at its best. Many have worked with us for years and they have many homes just like yours. Under our careful supervision, most home enhancement projects are completed in about a week and on budget.

---

**Realty Transaction Services, Inc. (RTS 2000)**  
1522 Pointer Ridge Place suite "eye"  
Bowie, MD 20716



## ***When an Appointment is Made***

Agents from many real estate firms will want show your home. We will engage the services of a professional scheduling company to coordinate showing appointments. They will log showings and inquiries and provide specific instructions to all agents wishing to preview your home.

It is suggested that you allow a lockbox to be installed on your door. You will greatly increase your odds for a sale by allowing more qualified buyers to see your home.

### **During a showing:**

- Open all draperies and window shades during daylight hours.
- Turn on all lights and replace bulbs with high wattage bulbs where needed.
- Open windows one half hour before showing to circulate fresh air.
- Open all doors between rooms to give an inviting feeling.
- Place fresh flowers on kitchen table and/or in the living room.
- If possible, bake cookies or bread to add an inviting aroma.
- The kitchen & bathroom should sparkle.
- Pets should be confined or restricted from view. Eliminate pet odors. Not everyone will share your love of animals. Some people may even be allergic to them.
- All jewelry and small valuables should be stored in a safety deposit box or in a locked closet.
- Replace any items not included in the sale, or tag them appropriately with "to be replaced with..." or "not included" signs.
- Beds should be made & clothes picked up. Bathrooms should be clean, with towels folded and toilet lid down.





## **Home selling tips and information to help you be more successful**

- Sixteen things you absolutely must do to sell your home today
- 24 important questions to help sellers select a real estate agent
- What are the five types of listing contracts and which one is best for you?
- How to protect yourself when buying or selling a home
- How to sell your home for the best price in any market
- Four powerful negotiating tips for home sellers
- What can home sellers do to get the best price for their home
- Why don't sellers receive offers on over-priced listings
- Four reasons why homes do not sell
- Realty Transaction Services 2000, Inc. powerful 7-stage home marketing plan
- Who really benefits from open houses?
- Should home sellers and buyers ever meet?
- How does a home warranty insurance plan protect you?
- How to control and prevent termites in your home
- Should sellers make home repairs before they sell?
- When is the best time to downsize to a smaller home
- Top home showing tips for sellers



Realty Transaction Services 2000, Inc.  
1522 Pointer Ridge Place suite I  
Bowie, Md. 20716  
Office: 301-218-6336 Fax: 301-218-5002

