

OVERVIEW OF THE PRICE GROUP'S 99+ POINT MARKETING PLAN

Perseverance, cutting edge marketing, creative forward thinking, relentless attention to detail, and unwavering commitment to an exceptional customer service experience.



WHY CHOOSE THE PRICE GROUP?

We get it. You need to sell your property. It's important to you that you do so for the **HIGHEST PROFIT** possible, in the **QUICKEST TIME** possible, with **MINIMAL INCONVENIENCE** to you.

1

We are a full-time, full-service, professional, market-leading Real Estate Team.

2

We provide a 100% Satisfaction Guarantee — if you're not happy, you reserve the right to cancel your listing agreement, no penalty. We believe in **EARNING** your business **EVERY DAY**.

3

How do you know you've hired the right Real Estate Agent? Request the agent's written Marketing Plan — everything they are going to do to sell your property. Then, compare theirs with ours — The Price Group's 99+ Point Marketing Plan — side-by-side, apples-to-apples. We think you'll like what you'll see.

4

With The Price Group at Keller Williams, you **DESIGN** your **EXPERIENCE**. We cater to you. Our commitment is to deliver to you 5-Star Level Service.

5

Our impressive Marketing Plan demonstrates our passion to bring you the most innovative, technologically driven Marketing Plan in our local real estate market!

6

The Marketing Plan powering the sale of your property is your megaphone. It must be captivating and dominating so that the entire market can "hear" the message that your property is the opportunity Buyers have been searching for!

7

We can enroll you in a Home Warranty Program for **FREE** to protect you and provide peace of mind through the entire listing period.

8

We are your neighborhood Real Estate Experts — your ultimate real estate resource. We are a full-service real estate team—we intend to do the job for you so well that you recommend us to your friends and family.

9

The Price Group at Keller Williams provides our Sellers a strong competitive advantage in today's market. Sellers hire TPG at KW and have immediate access to offering a buyers' incentive on the sale of their property... **THOUSANDS OF DOLLARS** paid in Buyers' Closing Costs—without our Seller **PAYING A PENNY!** This is an unmatched way for our sellers to **COMPETE** in the market and **WIN!** Buyers in the market **CHOOSE** our Sellers because of this value!

99+ POINT MARKETING PLAN



Coming Soon Marketing Campaign

- ▶ Social Media Marketing, professional signage placed... all to create "Coming Soon!" energy for your property!
- ▶ Have a pipeline of Potential Buyers before Day One on the Market!

Offer THOUSANDS OF DOLLARS in Buyer Closing Cost Incentives, without paying a penny!

- ▶ TPG provides you the competitive power of Keller Mortgage assisting your Buyer — at no cost to you.
- ▶ This gives you the power of offering the Buyer a cash incentive, without affecting your bottom line.
- ▶ This helps you **WIN THE COMPETITION!**

Exquisite Presentation of Your Property

- ▶ Professional photography including Drone (aerial) photography, as needed
- ▶ *Measurement of the ANSI Standards (both complete square footage and room-by-room dimensions)
- ▶ Easy access for Buyers to find the answers they are seeking — seller's disclosure, special features sheet, utility history
- ▶ Videography and Visual Tours with smart, high-level, organic placement through YouTube searches
- ▶ Feature Sheet and Feature Cards, making certain every Buyer knows every asset!



Massive Online Presence — More than 90% of Buyers Search Online

- ▶ Tracking of online visitors previewing your property, weekly updates
- ▶ Your property featured on our company's website
- ▶ Your property showcased on 70+ major real estate search sites
- ▶ Your property presented to Buyers through many different real estate search apps
- ▶ Virtual showings for out-of-town Buyers
- ▶ Virtual Buyer previews

Innovative Advertising Campaigns

- ▶ Implementation of geocoding to increase the repeatable exposure of your property to matching online consumers
- ▶ Strategic, targeted social media ad campaigns for maximum exposure of your listing
- ▶ Targeted ad campaigns on our company's Facebook page with an audience of 10,000+!

Media, Comprehensive Marketing Packets

- ▶ Exterior information box with full-color marketing materials — and the service from our team to keep it stocked!

99+ POINT MARKETING PLAN



Media, Comprehensive Marketing Packets cont'd.

- ▶ Property Video/Visual Tour, accessible from curb and throughout all marketing pieces
- ▶ Comprehensive MLS listing with an abundance of professional photos
- ▶ Professional Video Tours/Videography



Signage Infused with Technology, Power at the Curb

- ▶ Designer KW Price Group yard signage
- ▶ "For Sale" directional pointer signs
- ▶ "Text for More Info" options for Buyer interaction
- ▶ Your home's personal web presence — address-based
- ▶ *Our Hotline System, 24/7 line of communication for prospective buyers

Capturing Leads to Find Your Buyer

- ▶ Facebook Targeted Ad Campaigns ▶ Website Lead Capture ▶ Morning Prospecting ▶ Sign Calls
- ▶ Neighborhood Mailers ▶ Text for More Info
- ▶ Visual Tour/Videography Lead Capture
- ▶ Hotline ▶ Custom Address-Based Web Lead Capture

Professional Open House Strategies

- ▶ Open House events
- ▶ Advance Open House signage
- ▶ Comprehensive take-home material for prospective Buyers
- ▶ Electronic lead capture for your Buyers at event
- ▶ Sign-in sheets used — security measure and great follow-up marketing tool
- ▶ Combined Open Houses with yard/moving sales — if you'd like!
- ▶ Virtual/"LIVE" Open Houses!
- ▶ Implementation of our Strategic Open House Success Model, complete with invitations for your neighbors — encouraging them to "choose" their new neighbor!

Extra Perks

- ▶ Partnering with local lenders to strengthen Buyer base
- ▶ "Just Listed" announcement campaign through both mail and telephone canvassing
- ▶ Our team's ability to execute virtual showings for our out-of-town Buyers
- ▶ We'll go beyond marketing your home — we'll market your neighborhood and community — we understand it's often the lifestyle of your home that the Buyer falls in love with!

99+ POINT MARKETING PLAN

Our Network Works for You

- ▶ Our colleagues and their Buyers — through our office's "Match Buyers with Sellers" system
- ▶ Continual networking with all agents in our Board of Realtors
- ▶ The world's largest relocation network through the global size and strength of KW! We are the world's largest real estate company by agent count!

- ▶ We'll make certain your home is priced correctly by keeping a steady eye on our ever-changing market
- ▶ *Instant notifications to you when there is a market change that affects your property

Weekly Updates

- ▶ Upcoming Open Houses and Open House marketing strategies
- ▶ Feedback on previous showings
- ▶ Market Trends/Price Watching Updates

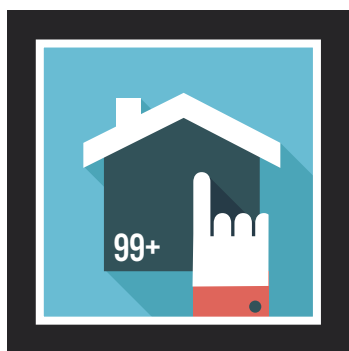
Showings and Feedback

- ▶ Electronic lockboxes for secure and safe showings
- ▶ Personal and direct feedback requests to substantially increase response rates
- ▶ Immediate follow-up to prospective Buyers
- ▶ Comprehensive preview packet sent to prospective Buyers and/or Buyers' agents in advance of their scheduled showing

Our 99+ Point Marketing Plan Works to Get You an Acceptable Offer... And Our Work for You Still Continues!

Getting you under contract

- ▶ We present all offers immediately
- ▶ Your counter offers accompanied with strategic cover letters help promote their acceptance of your offer as needed
- ▶ We require lender pre-approval letters from your Buyer up front — we won't waste your time!



Price Watching and Current Market Analysis

- ▶ We'll continually evaluate the competition and keep your listing current

From Contract to Closing

- ▶ Key dates tracked to stay on schedule
- ▶ Proactive thinking during inspection process
- ▶ Careful monitoring of any needed repairs
- ▶ Closing statement in advance for your review, promoting a smooth and timely closing
- ▶ Our commitment to our role of orchestrating the team of third parties (title companies, inspectors, lenders, etc.) to ensure a successful closing process