EDCONSTABLE.com Team

FAST SELLER ACTION MARKETING PLAN

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A Comprehensive Step By Step Plan
Proven To Sell Your Property
FAST And For The Most Money

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Truth or Consequences

> **Choosing the RIGHT agent can be the most important decision you will make. (Or the biggest mistake)**

Whether you're selling a starter home to accommodate a growing family, downsizing your lifestyle, investing for your future or something in between, I have a plan to help you!

If you are considering selling your property, you're likely experiencing some sadness, plus plenty of anxiety. Because really: How often does your future depend on selling your past? If you're a little overwhelmed, we don't blame you. But once you decide it's time to put it on the market, choosing a real estate agent to help you can seem like a challenge. It's obvious not all real estate agents are created equal. So, to sell your property and more importantly, get the most amount of money from the sale, you need the right agent.

As an experienced real estate professional I know what it takes to market a property and create maximum exposure as well as how to negotiate the maximum sales price. With years of experience successfully helping families like yours I have a proven strategy that sells your property quickly, for the most money while guaranteeing you the best possible experience.

And when you are selling, you need an agent who is also prepared to handle the many problems that can come up during the course of a transaction. A good agent's job does not stop once you are under contract. Often, the biggest problems can occur between contract and closing. For all of those reasons, it's important to find an expert who is right for you and your specific situation, and who can help you get what you want. But there's good news: You don't have to go it alone.

In the following pages you'll find an overview of my marketing plan and procedures proven to help sellers like you sell your property for the most money, in the least amount of time and with the fewest problems and inconveniences to you.

Please take a few minutes to carefully review this information. This information will give you the ability to make important decisions based on a position of knowledge and strength. Jot down any questions you may have for me regarding any of these steps. It's very important to me that you are comfortable with this process.

I look forward to working with you!

Fast Seller Action Plan
Seller Self-Evaluation Worksheet

Instructions

Before you can select the right agent to help you it helps to have a clear understanding of what you want to get out of the selling process. With so much to consider let's start by determining what your goals are so that you can pick the agent who really speaks to them.

Please take a few minutes to answer the following questions:

Remember: There are no right answers. This is to help you!

Section 1 Goals & Objectives

Why do you want to sell this property?

- ❑ I want to downsize
- ❑ I need more room to grow
- ❑ Change in lifestyle
- ❑ Job transfer
- ❑ Divorce
- ❑ Need different features
- ❑ Need to move closer to _____
- ❑ Bought as investment

Other _____

Section 2 What's most important to you?

Rate the following in level of importance to you as a seller:	Very				Not So Much
Getting the most money from the sale	❑	❑	❑	❑	❑
Selling as fast as possible	❑	❑	❑	❑	❑
Selling before I buy my next property	❑	❑	❑	❑	❑
Selling to the right buyers	❑	❑	❑	❑	❑

Other _____

Section 3 Answering Your Questions and Concerns

What parts of the selling process do you have questions or concerns you would like me to address?

- ❑ Pricing my property
- ❑ Staging the property
- ❑ Repairs and renovations
- ❑ Negotiating the offers
- ❑ Working with a real estate agent
- ❑ The closing process

Other _____

Section 4 What are you looking for in your real estate professional?

- ❑ An agent I can trust to always tell me the truth (Even if I don't want to hear it)
- ❑ An agent who has a track record for success
- ❑ An agent who has a team of people working with them
- ❑ An agent who has a specific plan to market my house
- ❑ An agent who has references
- ❑ An agent who gives me the highest listed price

Other _____

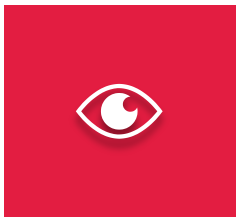
Understanding
Who Your Buyer Is

Buying a property for most people is a big financial decision but also an emotional decision that involves many factors. For most buyers, the purchase of a property is one of the largest financial transactions they will make. Buyers purchase not only for the desire to own, but also because of changes in jobs, family situations, and/or the need for a smaller or larger living area.

My job is to create a positive emotional connection between your property and any potential buyers. So in essence it's up to me to present your property to the potential buyer not just as any home but as THEIR home!

If we want to sell your property for the most amount of money, do it in the least amount of time and with the fewest inconveniences we need to understand who your customer is.

Take a Closer Look
At Your Potential Buyers

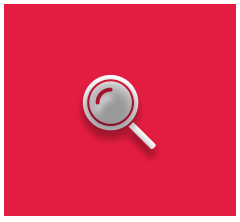


Snapshot Of Today's Buyers:

- First-time buyers make up 31 percent of all home buyers
- The typical buyer is 45 years old
- The median household buyer income is $88,800.
- Sixty-five percent of recent buyers were married couples
- 18 percent were single females, seven percent were single males
- Twenty-one percent are veterans or active-duty service members
- Senior-related housing purchases remain steady at 13 percent

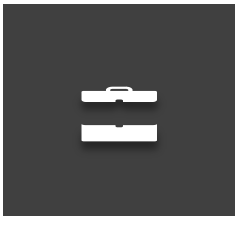
And What Are They Buying?

- The typical home that was recently purchased was 1,870 square feet
- Featured three bedrooms and two bathrooms, and was built in 1991
- Median 15 miles distance between the home sold and purchase
- Fifteen percent of buyers bought newly constructed homes
- Eighty-five percent bought previously owned homes
- Eighty-three percent bought a detached single-family home.
- Thirteen percent purchased a multigenerational home



The Home Search Process

- 88% of buyers start their search online
- Buyers typically search for 10 weeks
- Relocating buyers search for 12 weeks
- Buyers typically look at a median of 10 homes
- 90 percent of buyers use a real estate agent



Financing the Home Purchase

- Eighty-eight percent of buyers used financing to purchase
- Conventional fixed rate mortgage was used most often
- The media amount financed was 90 percent
- 59% of purchasers used their savings as a downpayment
- Buyers typically paid 98 percent of the asking price

Where Buyers Found The Home They Purchased

*Information from the National Association of Realtors 2017 Home Buyer Profile

Why Hire Me?

I Have a 97% Customer Satisfaction Rating!

The sale of your home will be my prime responsibility, supported by my entire organization. I will work for you full-time, as your professional sales associate, to sell your house for the highest possible price, in the least amount of time, using my expertise to make this a smooth and pleasant transaction.

I promise to give your family exceptional service, care genuinely for your needs and earn the right to become your family real estate agent for life.

When you hire me you are not just hiring a real estate agent.

You are hiring an entire team of dedicated professionals, each with a special skill whose expertise will help you complete your transaction effortlessly.

Whether you're selling your first home because your family is growing, or downsizing to a more economical lifestyle; you need a real estate professional who you can count on to facilitate a successful sale that gets you the results you desire quickly, smoothly and efficiently.

Our powerful marketing techniques have helped hundreds of families like yours move fast!

Feel free to check and read reviews on Google, Zillow, Realtor.com, and more!

Why Hire Me?

Skilled Marketer

Let's face facts. If a sign in the yard or a posting on the Internet could sell your property you wouldn't need me.

I will be aggressive in our search for your potential buyers.

I will develop and facilitate a powerful marketing plan that will include traditional and non-traditional marketing methods and will be turbocharged by my use of technology and the Internet.

Our powerful marketing campaign enables me to control the market rather than waiting for the market to do the job for me.

Experienced Professional

Experience counts! I am experienced in what it takes to market a home, as well as what you need to successfully negotiate a sale and get it closed. You need an experienced agent who knows how to manage the process from A to Z.

A lot can be said for hard work and training, but real success is a tangible history, not a momentary triumph.

As a real estate professional who possesses a great level of experience and a strong knowledge of our local marketplace I know what it takes to generate an effective sale and get it successfully closed.

In addition to my experience and knowledge personally, I have also committed to ongoing training to develop the additional skills necessary to help my clients in an ever changing market.

Only a small percentage of agents can match my commitment to providing my clients only the very best services available.

Trusted Advisor

You can trust me to always go above and beyond to help you accomplish your goals.

I take pride in always offering honest guidance based on your personal situation and my knowledge and experience in real estate.

It's also crucial that you be updated as to what's happening in the market so you can make the best decisions. I will always keep you updated as to changes in the current market and how they might affect the sale of your property.

I have the integrity and professionalism it takes to tell you the truth, not just what you want to hear. This will allow you to make difficult decisions with confidence and peach of mind.

Technologically Proficient

The Internet has reshaped how real estate is marketed and how information is delivered to the consumer so you need an agent like me that knows how to leverage technology to more efficiently and effectively market your property and manage the transaction.

Buyers are using mobile devices and tablets to search properties and get real estate information. Mobile traffic has grown from 50 percent last year to over 65 percent in 2018. Technology has also aided in making the entire real estate transaction more effective and efficient. I will be utilizing all of the latest mobile technology to assist you not just in the marketing end but also to make the transaction flow smoother for you.

Expert Property Stager

Another reason I feel I am more qualified to help you sell your property is I provide expert staging advice. Staged properties typically sell faster and for more money. I will help you highlight your property's features and benefits to appeal to the greatest number of potential buyers.

What's the value of staging?

Staged homes sell faster and for more money. A survey of home owners by StagedHomes.com found that staged homes sold for 6.9 percent more than homes that were not staged. A well-staged room invites buyers in and helps them see past the sellers' possessions to the layout and square footage. Staging also helps draw buyers' eyes to the best feature of the room.

You are interested in getting the most money from the sale aren't you?

I will be sharing some powerful staging ideas to help you accomplish that in our first meeting.

Excellent Communicator

I stay in touch! In addition to being available and accessible I will provide you regularly scheduled updates and reports and deliver them in the medium you prefer.

I am committed to communication!

If you are like most sellers, the period of time when your property is on the market is inconvenient and stressful. Surveys show that one of the biggest concerns for sellers is finding an agent that stays in touch during every step of the transaction.

Is that important to you?

Not only am I available and accessible to you 9am-9pm through my cell phone but I will also be providing you buyer and agent feedback from all showings and a weekly seller's report to keep you informed of the changing market conditions that might affect your sale.

You will NEVER have to say "We never heard from our agent."

How would you prefer we stay in touch with you. Phone. Email. Or Text?

Expert Problem Solver

When you are selling, you need an agent who knows how to handle all of the problems that can come up in the course of a transaction. The agent's job does not end once you are under contract. Often, the biggest problems can occur between contract and closing.

My job does not end once you are under contract. Often, the biggest problems can occur between contract and closing. As an experienced agent I know how to manage the process and can frequently stop a problem before it occurs.

I will also be working with real estate lawyers, appraisers, contractors and other outside vendors to coordinate all appointments, handle any problems and ensure a smooth transaction for you.

You can sleep good at night knowing I am on the job solving problems so you won't have to.

Skilled Negotiator

Negotiating skills are often minimized or overlooked completely when sellers are looking to choose their real estate professionals. Yet having an agent who can effectively negotiate is a HUGE factor for a successful sale for you the seller. I will help you evaluate offers and steadfastly represent your interests, always respecting your confidentiality and striving to get you the most money from the sale of your property. I will explain each offer to you in detail and provide you with written cost and net sheets. Help you compare multiple offers if we receive them. I'll provide you updated comparable closed and pending sales in the community to help you evaluate current market conditions at the time of any offer.

I will guide you through the offer process and negotiate on your behalf with the buyer's and/or the buyer's agent. I'll prepare and help you submit a counter-offer to the buyers if necessary.

I promise to always use discretion while dealing with your sensitive information and always maintain confidentiality.

And of course, I will negotiate to get YOU the most money from the sale.

I Get Results!!

I pride myself on getting results for my customers.

Allow me the opportunity to go to work for you and get you the results you desire!

Fast Action Marketing Strategy

Many agents will take your listing and then wait for somebody to sell it for them. We know from experience that your property needs to be aggressively marketing through lots of channels.

In today's competitive real estate market, with lots of homes for sale, it takes more than just a yard sign and open houses to sell a property for the most money.

Let's take a look at an aggressive marketing plan that has been market tested to get you the results you want.

WE CALL THIS OUR FAST ACTION MARKETING PLAN!

In today's real estate market, with a lot of the homes for sale, it takes more than just a yard sign and an internet posting to sell a property. My marketing plan is an a success proven approach that will get you maximum results FAST!!

For any plan to be effective it has to start with a basic understanding of where the buyers are actually coming from.

I have a real plan for finding those buyers and putting your property in front of them.

A Picture Really Is Worth A Thousand Words!

You cannot sell a property to a buyer who doesn’t want to see it!

We’ve discussed how most buyers will start their search online. You might not know that good photos in an online listing were most important to 83 percent of those buyers.

Without good photos, buyers aren't able to determine if it's a home worth considering. That means if they don’t like the way the photos look they probably won’t want to see the property during their home search.

Good photos are so important that some experts suggest not listing a home at all if quality pictures aren't taken.

We specialize in staging the property so the photographs taken allow us to create the right sense of excitement and urgency in your potential buyers.

Most agents rely on poor quality, uninterested images without any real thought to the psychology of today’s buyers.

I make sure all photos are professional grade with the proper features highlighted to attract the attention and action of the most qualified buyers.

Powerful Website Marketing

Today 9 out of 10 of buyers will use the Internet to help them search for their new home!

All real estate companies have a website. But no real estate company has the power of our search engine optimization and advanced lead capture technology.

EdConstable.com is THE place for your property to be seen!

Of course it's not enough to just be on the internet, the buyers have to be able to find you no matter where their Internet search takes place.

Our Internet marketing strategy makes sure the buyers can find your property on the internet anywhere, anytime!

Your listing will appear on over 500 sites, including the Internet's most popular places and hundreds of regional sites, where over 150 million visitors search for real estate each month.

Our unique look and customer friendly interface allow us to more effectively positon your property in front of those buyers currently looking for properties like yours.

Powerful, responsive website designed so interested buyers can get information on your property whether they're using a desktop, tablet or smartphone.

Buyers can access additional photos, details on your property's unique features, see an accurate and up to date asking price and most importantly schedule an appointment to see the property!

In addition to the national website, we also have a powerful local website and as an extra bonus I also have a website that we will be utilizing to market your property.

With increasingly busy lives and a crowded market, the best way to ensure the most qualified buyers find your property is to make the process fast and easy!

Information on your property will appear in the next issue of my e-Newsletter that goes out to my entire database including qualified buyers currently looking for a new home. (Or who have friends, relatives or coworkers who are!)

The digital format allows buyers to preview additional features such as Virtual Tours, floor plans, and property fact sheets.

That's MAXIMUM internet exposure!

Social Media Strategy

We Use Social Media to Maximize Your Online Presence

To complement my traditional marketing methods our social media marketing also works to reach buyers online expanding the reach for potential buyers even further.

In addition to our robust Internet marketing and direct marketing plans we also will be focusing all of the power of our social media resources to expose your property to the greatest number of potential buyers.

We will be using everything from Facebook, Instagram and YouTube as well as an aggressive retargeting ad campaign to help us generate buyer interest in your property.

Why Retarget?

According to online marketing experts, potential buyers are ten times more likely to click on a retargeted ad than an average digital ad.

Retargeting also helps your home stand out on other real estate search portals.

Mobile
Marketing is a Must!

Buyers demand any time, anywhere convenience when searching for their new home 65% of buyers aged 25-44 use mobile devices during their home search.

Today's buyers demand any time, anywhere access to information about available properties. Our internet sites are optimized to detect a searchers device type and deliver our content for smart phone, tablet and pad or desk top computer.

This expansion into mobile technology is just the latest in the my ever-growing real estate toolbox. I can respond quickly to a potential buyer using my mobile site. I can send photos and information to a potential buyer's computer, smart phone or tablet any time, anywhere.

A Sign of Confidence

Studies revealed that professional looking yard signs are one of the most influential sources for finding the homebuyer.

Yard signs scored higher than home magazines, friends or relatives, builders, television, yellow pages and relocation companies as a source of information used in buying a home.

As you can see our signs are eye catching and our bold colors are often easier for people to see than our competitors. Where do you think the best place to put the sign in the yard would be?

Yellow and Red are proven to be the most visible.

Exclusive "Maximum Exposure" Marketing Tools

There are two ways to try and sell a property: sit in the office and wait for a buyer to find you or have a plan that creates maximum exposure that puts your property in front of all your potential buyers.

In addition to our Internet and social media marketing strategies in the first few days I am going to put several marketing procedures into place that will allow us to get your property to the market ahead of your competition.

Direct Mail

In a world gone crazy for digital marketing, our powerful "Fast Action" print marketing campaign includes targeted mailings that offers us the ability to put information on your property directly into the hands and homes of potential purchasers.

Full Color Property Information Pieces

Buyers need to see the property highlighted in the right way. My direct advertising and marketing campaign will include a property information flyer that will highlight the benefits and features of your property.

Coming Soon Campaign

Studies have shown that 25% of the buyers who purchase in an area already know someone who lives in that area. We utilize a proven targeting campaign to deliver a message directly to the people most likely to know someone who might be interested in your property.

Open House

We would also like to get our first open house scheduled on your property. 8% of buyers reported finding their new home through an open house.

We will utilize the power of imagery and the right "go words" to create an emotional connection with your potential buyers and motivate them into action.

Should we plan on scheduling our first open house this weekend or would next weekend be better for you?

Marketing to My Office Team

We will immediately expose your property to our local sales and marketing teams with a bi-weekly sales meeting.

We have assembled a group of the most committed, professional and successful agents in the industry resulting in us having more qualified buyers for your property.

Every day our sales teams are actively prospecting for the most qualified buyers in the market rather than waiting for the market to come to us.

Many of our agents are currently working with potential buyers right now!

Our entire sales force networks and promotes available properties.

This team interaction immediately exposes your property to potential buyers looking for properties like yours right now.

The Three Hidden
Buyers No Other Agents Target

In addition to marketing to potential buyers who are already looking to buy our Fast Seller Action Plan also focuses on reaching people who haven't started looking for their next property yet.

Sometimes the best buyers are not always the ones actively looking to buy right now.

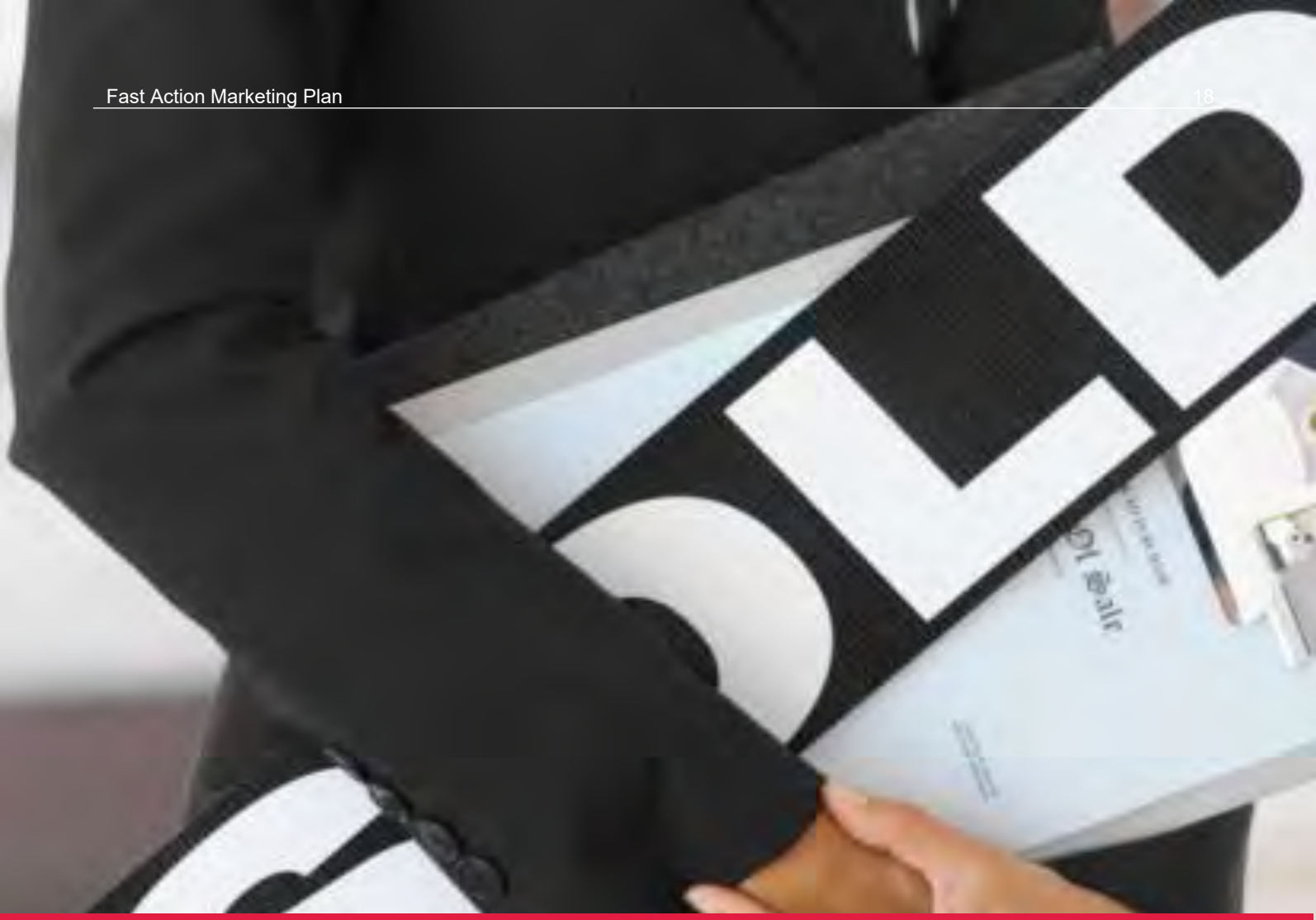
Let's say a buyer is interested in buying a property in the near future but they're not yet in the market looking. This means they're not going to be actively looking at real estate websites and they're not going to be noticing the for sale signs they pass by.

Also we have people who have been unable to find what they had been looking for and have left the market. When the market is hot and the prices are high, buyers get disappointed and frequently stop looking. Maybe they couldn't find the perfect home or their offer was rejected . Whatever the reason the intent to buy is there but their frustration and disappointment is preventing them from continuing their search. Finally there are those who are not active buyers themselves but know someone who is. When they see a great home for sale, they'll want to call their friends to tell them about it.

These are 3 hidden buyer types agents should be targeting but don't.

I always go above and beyond the normal marketing steps to maximize the exposure for your property ensuring that all of your potential buyers inside and outside the market know about it.

That is exactly what my Fast Action Seller Marketing Plan will do for your property. The more exposure I can create for your property the more likely it is that you can sell for the most money in the least amount of time and with the fewest inconveniences.



Marketing to the Real Estate Community

Real estate agents do not decide what sells what they do decide what gets shown!

I specialize in positioning your property in the MLS using effective keywords and powerful images that get the attention of the real estate community and generate the excitement necessary to make agents and brokers want to show your property to their most qualified buyers.

Within 24 hours of going to work with us all board members will have the latest information about your property. Any of these agents that have a potential buyer for a property like yours will have immediate access to discover all of the fabulous features and benefits of your property.

In addition, key brokers in the community will be notified of your property being available.

We make sure that the agents most likely to have potential buyers are consistently contacted and exposed to your property information.

We want to expose your home to these agents and their qualified buyers as quickly as possible.

My Commitment To You

This Fast Seller Action Plan was developed to demonstrate to you how my marketing efforts can do what no other agents can do as well…create maximum exposure for your property to the greatest number of potential buyers.

I hope you agree that this success proven strategy could be the key to selling your property for the most money in the least amount of time and with the fewest inconveniences to you.

- I will always listen to YOUR needs.
- We will establish clear expectations.
- I will design a plan to deliver on those expectations.
- I will deliver on my commitment to you by getting the results you desire.

When your sale is complete I will ask you to honestly measure and evaluate my performance to assure I have fulfilled this commitment to you.

I look forward to working with you.

EdConstable.com Team

Let's Get Started!

Put My Fast Seller Action Plan to Work Selling Your Property Today!