



Ana Maron's Innovative Marketing and Advertising Plan

My commitment to YOU if you are serious about selling your home

Print Advertisement:

- Quality and Professional photos on flyers, web sites, and in all marketing materials
- Print colorful flyers and keep flyer boxes filled
- Print colorful "**Just Listed**" postcards to distribute to your neighborhood
- Mortgage and Buyer's Net sheet to assist prospective buyers
- Binder is created with community and school info., CCRs and Property Disclosure
- Advertise in my personal monthly *A.M. Newsletter*
- Advertise in new magazine called "American Lifestyle"

Web Advertisement:

- List it on MLS
- List it on Keller Williams web site, my agent page ([click here](#))
- List on my personal web site <http://anamaron.com>, Realtor.com, Yahoo R.E., ReLo.com,
- Facebook (social networking, blogging). House is advertised to all friends on Facebook and then their friends. Also advertise Open Houses there too.
- List on Postlets web site: craigslist, facebook, frontdoor, google base, oodle, trulia, twitter,
- Post on REal Potato Blog - <http://anamaron.blogspot.com>
- Post on Zillow – 9 million people view Zillow and 2/3 are in the market to buy a home
- **Virtual Tour** Absolutely Free to the seller
- **Agent 2 Agent Forum** – attend the monthly forum for agents to pitch their listings
- **KW Agents:** Home is announced and shown to all KW agents at weekly sales meeting
- **Phone calls:**
 - Call and send out postcards: "Thinking of downsizing?" OR "Wanting to upgrade?"



- I personally call just Pending listings to see if they already have a home to purchase
- **Email:**
 - I search MLS for agents looking for homes that meet your criteria
 - I send personal emails to all my contacts (i.e., businesses, past & current clients)
- **Open House:**
 - Conduct an Open House that is well orchestrated when it first comes on the market and every 6 weeks to make it FRESH and exciting.
 - I will update you on feedback and comments from buyers and agents
 - Open House posted on all web sites (MLS, KW, Virtual Tour, Facebook, my personal site). Rider placed week of Open House announcing Open Sat from 11-1 (for example).
- **Yard Sign:** Yardarm will display my name and phone number across the bottom
- **Lockbox:** Placed on door to allow agents to gain access w/o you having to be home
- **Staging:** If your home is vacant or in need of some staging, this service is available
- **Weekly analysis, feedback, reports:** Weekly reports on your listing. It includes any marketing and advertising, feedback on showings, etc. I also educate you on the current market conditions and on our next NBS (Next Best Strategy)
- **Communication:** I am always available if you have any questions. I check email (ana@anamaron.com) and return calls (208-921-0437) **ASAP**. You'll never wonder where your agent is!

Additional Marketing

- Set appointments to show the property
- Market the home to other brokers in the area
- Help answer buyer questions regarding the home
- Be on-call for buyers through messaging/voice mail/email
- Bring buyers around the home
- Obtain copies of the deeds from the registry
- Obtain copies of the Assessors records for the property
- Arrange for home inspections
- Attend home inspections, if applicable
- Help to resolve issues as they may arise prior to closing
- Attend the final walk-through
- Attend the closing to help ensure everything runs smoothly



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Sign _____
I sign this commitment!