

Workman Marketing Plan

Comparative Market Analysis –

We must know our competition! An overpriced house only helps make the other houses for sale in your neighborhood look like a good deal.

What features sell the house?

Which means – Why did you buy the house?

Most likely whoever buys your house will probably be buying it for the same reasons you did! We should focus on these things in our marketing efforts!

What don't you like about the house?

We might minimize these things in our marketing efforts. Can we do something to change these things?

Marketing the look of your house –

Visit www.robworkman.com and follow the guidelines in the Sell your Home link.

Websites: These are the websites where your house will be listed!

www.lbar.com

www.robworkman.com

Yard Sign –

Open House – Week 3, Week 5

An associate or I will conduct an Open house on Sundays from 2-4 during these weeks. The open house will be supported with an email to agents, a Lexington Herald Leader “picture perfect” ad, Yard sign and pointers, and post cards to the neighbors!

Direct Mail – 52 “Just-listed” postcards to neighbors in Week 1. Open house post cards to Neighbors on Friday before open house.

(People who live in your neighborhood know people who would like to live in your neighborhood!)

Print Advertising –

- Harmon Homes!
- Herald Leader! Picture perfect ad!
- Jessamine Journal!

Email Campaign – Week 1, 4, 8 emails to all Agents in the Lexington Bluegrass Association of Realtors!

Circle Marketing – **Flyers** hand delivered to Neighbors announcing the listing!

Reverse Prospecting – Email to agents who have a search for listings that fit your criteria on LBAR. Follow-up phone call to these agents! Invitation to come view property!

Specific Plan to react to slow market (not knee-jerk reactions) – 30/60/90 day plan of action! Decided between client and myself at time of listing!

Example:

30 days – Motivated Seller! Seller to pay closing costs up to \$3000.

60 days – 3% price reduction (if we price it to sell from the beginning this shouldn't be necessary)

90 days – Additional bonus to agent who brings buyer \$1000

Remember your home is only worth what you are willing to sell it for and what somebody else is willing to pay for it!