

# MY MARKETING PLAN

As of December 1, 2016 for  
Calendar Year 2017

## TARGET MARKET AREAS:

CONCENTRATE ON LISTING / SELLING THE FOLLOWING 1,700 HOMES:

1. 800 HOMES (EXCLUDING CONDOS) IN THE STETSON VALLEY SUBDIVISION BETWEEN \$300,000 AND \$500,000.
2. 500 HOMES IN THE ARROWHEAD RANCH SECTION NORTH OF LOOP 101 BETWEEN \$200,000 AND \$300,000.
3. 400 HOMES IN THE ARROWHEAD LAKES SECTION BETWEEN \$500,000 AND \$1,000,000.

## MARKETING METHODS:

1. WEBSITE - MUST INCLUDE IDX, BLOG, VIDEO CAPABILITIES, SUBSCRIBE LINKS, ETC.
2. FACEBOOK BUSINESS PAGE - POST DAILY - EG: LOCAL ISSUES (NEW RESTAURANT / SCHOOL MATTERS, ETC) - INCLUDE REAL ESTATE ISSUES
3. YOUTUBE CHANNEL - DISCUSS LOCAL ISSUES / POST LISTINGS / DISCUSS REAL ESTATE ISSUE (LOCAL)
4. EDDM POSTCARDS EVERY 4 WEEKS - ROTATE THE FOLLOWING 3 MESSAGE CATEGORIES IN EACH QUARTER:
  - A LOCAL MARKET REPORT CARD (SALES, SOLD PRICES, DOMs, ETC.)
  - B FREE SERVICE OFFER - CMA / STAGING INTERVIEW / BUYER HOME WARRANTY
  - C LOCAL ISSUE OF INTEREST - EG: HOA / CONDO INFO UPDATE / A NEW EXPANSION OF A LOCAL BUSINESS / LOCAL SCHOOL ISSUE / ETC.
5. INTERNET ADS - EG: ADWERX / REALTOR.COM / ZILLOW.COM
6. PLACE ADS IN YOUR LOCAL CHURCH WEEKLY NEWSLETTER
7. DOING PREVIEWS OF EXISTING LISTINGS -  
**LISTING AGENT** - INTRODUCE YOURSELF TO THE OWNER  
IF THE SELLER OPENS A DIALOGUE ABOUT THEIR AGENT - DO NOT DISCUSS THEIR AGENT - TELL THEM YOU'D BE HAPPY TO HELP THEM AT THE APPROPRIATE TIME - WHEN DOES YOUR LISTING AGREEMENT EXPIRE? -  
**FOLLOW-UP / FOLLOW-UP / FOLLOW-UP**  
  
**BUYER AGENT** - HAVE ALREADY BOUGHT ANOTHER HOME?  
ARE YOU STAYING LOCAL?
8. CRUISE YOUR TARGET MARKET AREAS - LOOKING FSBO SIGNS / CHECK FOR UNDER CONTRACT RIDERS / JUST LISTED SIGNS /