

# Listing Plan of Action

My **Objective** is to *Create Value for You Through Real Estate*

I accomplish that through the following:

1. Getting as many qualified buyers as possible into your home until it is sold.
2. Communicating to you regularly the results of our activities.
3. Assisting you in negotiating the highest dollar value between you and the buyer.

## Scott Fuller's Proactive Approach to getting your home sold:

- Submit your home to the **Washington County MLS**.
- **Price your home competitively...** to open the market vs. narrowing the market. This is the #1 difference between just listing your home and actually selling your home.
- **Suggest and advise** as to any changes you may want to make in your property to make it more saleable.
- Take **photos** of your home to be used in all advertising.
- Add additional exposure through a **professional sign and lock box**.
- Create a **virtual tour** on your home and link it to the MLS and all major real estate websites.
- Place a personalized **1-800 number** on your yard sign, giving perspective buyers all of your home's features as well as an instant link to your virtual tour and allowing me to call them back immediately to pre-qualify them and set a showing appointment.
- Upload your homes pictures and features to **multiple websites**, including: [www.SaintGeorgeHomesForSale.org](http://www.SaintGeorgeHomesForSale.org), [ReMax.com](http://ReMax.com), [Realtor.com](http://Realtor.com), [Zillow.com](http://Zillow.com), [Trulia.com](http://Trulia.com), and dozens more that feed from the MLS and Re/Max.
- Post an ad of your home, with a virtual tour link, into **Craigslist** every week!
- **Follow-up** on the salespeople who show your home, for their response and feedback. Inform you of any feedback I receive.
- Send email announcing new listing and any price reductions to all **local agents**.
- Pro-actively **contact over 125 people per week**, looking for potential buyers for your property.
- **Communication**– I will call you every week to discuss the local market and any showings on your home. Every month I will prepare and discuss a new market analysis so that you and I can keep your property priced to sale.
- Hold an **open house** and personally visit your neighbors before the event to let them know about your home's features and to invite them to the open house.
- Place your home on the Washington County **Board of Realtors home tour**, where other top agents view your home so that it is foremost in their mind for their own buyers. This also offers us feedback on your home from other top agents.
- **Arrange all showings** and answer any inquiries about your home.
- Whenever possible, **pre-qualify** prospective buyers.
- **Answer any questions** you may have throughout the entire process of listing and selling.
- **Represent you** on all offers, to assure you the best possible price and terms in negotiations.
- **Handle all the follow-up** when a contract is accepted; all mortgage, title, loan and other closing procedures.
- **Deliver your check** at closing.

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