

Esham Real Estate Seller Marketing Plan

- 1) Electronically submit listing info to the Multiple Listing Service for listing exposure to over 1000 active C.A.R. members and their buyer clients/customers.
- 2) Listing submission to [Zillow](#), [Trulia](#) and [REALTOR.com](#). Showcase Enhancement on [Zillow](#) for maximum consumer visibility.
- 3) Video walkthrough using the [Zillow Premier Agent App](#) for higher placement on [Zillow's](#) search results, increasing visibility and engagement with prospective buyers.
- 4) Listing submission to the online sites of [Wall Street Journal](#), [Forbes](#) and [USA Today](#), also [Yahoo Real Estate](#), [HomeFinder.com](#) and [Hotpads.com](#).
- 5) Promotion of your listing on both [Facebook](#) and [Google](#) personal and business pages.
- 6) Additional sharing of MLS listing link on social media by a large network of vendors, lenders, brokers, followers and past clients.
- 7) Professional photography with a minimum of 40 quality photos to maximize exposure on [REALTOR.com](#) through higher SEO value.
- 8) Detailed blog post on [SalisburyMDRealEstate.com](#), the highest performing agent website in Wicomico County.
- 9) Place appropriate signs and riders for additional attention and traffic.
- 10) Select listings will be promoted in Facebook "Coming Soon" campaigns, providing a "first look" to a targeted audience and creating a competitive, auction-like atmosphere among prospective buyers.
- 11) Contact buyer leads, spheres of influence and past clients for potential buyers with property information.
- 12) Placement of Sentrilock lock box on property for convenient yet secure buyer's agent access.
- 13) Require all prospective buyers to provide loan pre-approval documentation or proof of funds if paying cash before presenting any offers.
- 14) Monitor buyer/agent feedback for necessary changes to price, condition, etc.
- 15) Respond to all buyer leads and inquiries within 15 minutes or less.
- 16) Listing Cancellation Policy-Satisfaction Guaranteed or Listing Agreement can be voided by written notice.

Additional Benefits When Dale King Lists Your Home

No DUAL AGENCY and no conflict of interest. EVER!

Market Expertise- The most in depth and comprehensive market data available in the Salisbury area is published weekly, monthly, quarterly and semi-annually on the **Salisbury MD Real Estate Blog**. It has become the go-to source for local housing market information and is used by government agencies, attorneys, lenders, business publications and institutes of higher learning.

Keeping a Pulse on Buyer Psychology and Motivation- Having shown nearly 300 homes and closing 25 plus buyer side transactions in 2017 provides keen insights on what buyers want in a home, current trends, along with their fears and concerns. A detailed and comprehensive listing marketing plan leverages this critical information in a way that maximizes value to you as a seller and makes your listing stand out from the rest.

No Flat or "Admin" Fees- Few agents can claim to actually save their clients' money, especially home sellers. Our competitors charge anywhere from **\$250 to \$450 per transaction** on top of commission! We believe this practice to be unfair at best and misleading at worst. Superior service and a higher bottom line will *always* benefit our seller clients.