

## Esham Real Estate Seller Marketing Plan

- 1) Electronically submit listing info to the Multiple Listing Service for listing exposure to over 800 active C.A.R. members and their buyer clients.
- 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 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) Manual listing submission to [Google](#) and [Facebook](#) through G+ and Facebook Fan Pages
- 6) Additional sharing of MLS listing link on social media by a large network of vendors, lenders brokers and fans/past clients.
- 7) Professional/semi-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) Contact buyer leads, spheres of influence and past clients for potential buyers with property information.
- 11) Placement of Sentrilock lock box on property for convenient yet secure buyer's agent access.
- 12) Require all prospective buyers to provide loan pre-approval documentation or proof of funds if paying cash before presenting any offers.
- 13) Monitor buyer/agent feedback for necessary changes to price, condition, etc.
- 14) Respond to all buyer leads and inquiries within 15 minutes or less.
- 15) Listing Cancellation Policy-Satisfaction Guaranteed or Listing Agreement can be voided by written notice.

### Additional Benefits When You List with Dale

**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 2016 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.

