
THE
**Complete Home
Marketing Plan**



Group O'Dell
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Property Enhancement

Putting your home on the market —
Let's maximize the value of your
home with:

- 1** A written **Home Enhancement Checklist**
- 2** Recommendations for minor repairs and improvements to help **sell your property for the highest price possible**
- 3** Access to a list of the most reliable and dependable home improvement workers in the marketplace found on our vendor page at: www.groupodell.com/vendors

Home Enhancement Checklist:

- ✓ Paint Living Room
- ✓ Fix Back Gate
- ✓ Power Wash siding
- ✓ Clean powder room grout
- ✓ Buy Tile Pool Cleaner



Marketing Plan for Your Home

Group O'Dell will be your megaphone to the Marketplace!

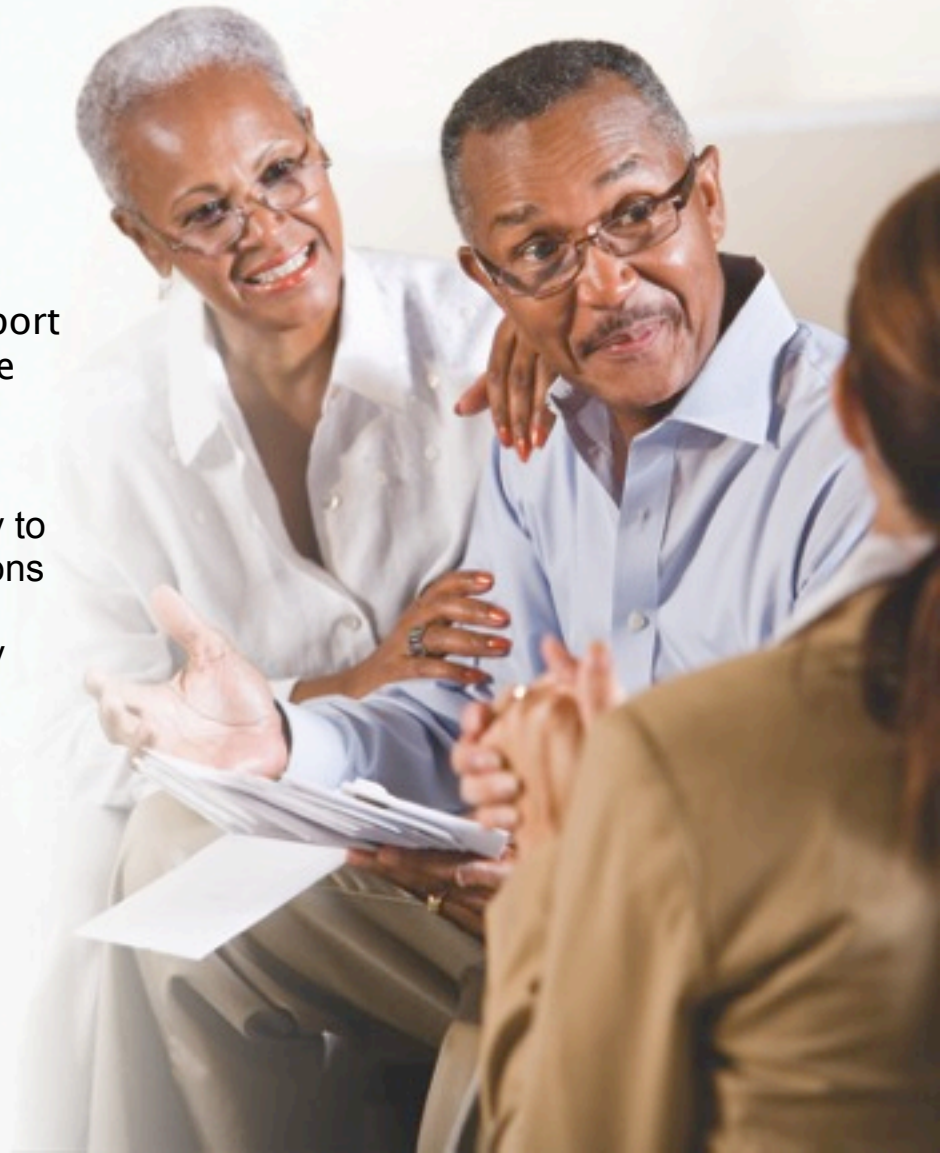


- 1 Competitively price your home
- 2 Optimize condition and viewing of the home
- 3 Prepare and submit accurate information to the Multiple Listing Service (MLS)
- 4 Proactively promote property to my database
- 5 Network with the best agents in the area
- 6 Create maximum exposure for the property
- 7 Tap into my Nationwide Referral Network



Clear and Open Communication

- 1 You'll receive a copy of the MLS printout to review for accuracy as well as your brochure and narrated visual tour
- 2 I'll call you weekly to report showing activity and give buyer feedback
- 3 We'll meet periodically to review market conditions & adjust our marketing strategy as needed to get your home sold



Negotiating and Structuring the Sale

My promise to you:

- 1 Carefully review and present all offers for your consideration
- 2 Qualify prospective buyers and research their lending options to increase the likelihood that they can secure financing
- 3 Negotiate the strongest terms to create a solid transaction that will close on time without any surprises



Complete Transaction Management

I will:

- 1 Manage all the details of your real estate transaction on a daily basis
- 2 Stay on top of all other matters to be sure your real estate transaction closes in a timely fashion and with as little stress as possible

Transaction Checklist:

- ✓ Financing
- ✓ Inspections
- ✓ Vendor coordination
- ✓ Disclosures
- ✓ Title
- ✓ Appraisals
- ✓ Home Repairs
- ✓ Final Walk-Thru
- ✓ Pyllaws
- ✓ Association Documents
- ✓ Moving Coordination
- ✓ And More



The Client Appreciation Program

Service before, during & after the sale

- 1 Even after your closing, I'll be there to assist you with all your real estate needs
- 2 You'll be receiving valuable information in the mail on a monthly basis
- 3 Consider me your source of referrals for all types of businesses, whether related to a real estate transaction or not. I've partnered with competent professionals who would be happy to serve you.

Thank you ...

The image shows a collage of real estate related items. At the top left is a brochure titled 're-invent your space' with an image of a modern interior. Below it is a 'FOR SALE' sign. In the foreground, there is a large white envelope with 'Thank you ...' written in cursive. To the right, a family is celebrating in front of a house with a 'SOLD' sign.

The 're-invent your space' brochure contains the following text:

The recent volatility in the housing market has reminded us that modifying our current spaces to accommodate changing needs and wants can be a practical solution. It is also clear that with more inventory to choose from, it has become increasingly important for sellers to ensure their homes stand out to prospective buyers. Now is a great time to renovate, as many contractors are seeking new projects and can offer discounted rates. In addition, tax breaks increase the value of making energy-efficient improvements sooner rather than later.

| Midrange Projects | | Upscale Projects | |
|--------------------------|--------|----------------------------------|-------|
| Greatest ROI | | | |
| Entry Door Replacement | 129.0% | Entry Replacement (door removal) | 82.0% |
| Apex Decking | 85.1% | Window Replacement (single) | 74.0% |
| Deck Addition | 83.6% | Window Replacement (double) | 71.0% |
| | | Grand Entrance (staircase) | 68.0% |
| Lowest ROI | | | |
| Backyard Power Generator | 58.0% | Subfloor Addition | 57.0% |
| Carport Addition | 50.7% | Garage Addition | 50.7% |
| Home Office Renovation | 48.1% | Master Suite Addition | 48.7% |

Oh, by the way®...
I'm never too busy for any of your referrals!

In-Depth Market Analysis

You'll receive:

- 1 A thorough inspection and assessment of your property location, style and condition
- 2 A written **Fair Market Evaluation** of your property and explanation of the optimal pricing strategy for your home
- 3 An estimate of expenses and costs to show you the net proceeds when your sale is complete!

4 Bedrooms
3 Full Baths
2 Car Garage
Location: Excellent
Condition: Immaculate

3 Bedrooms
2.5 Baths
2 Car Garage
Location: Excellent
Condition: Good

