



The question most frequently asked by a seller is . . . How will you market my home?

One of the most important jobs we, as REALTORS®, do is market your home effectively. A good REALTOR® can make it look easy, but in reality, marketing your home well is the product of experience - knowing what works and doesn't work - so your home will sell quickly and for the highest amount possible.

Sellers must look at their home through the eyes of the buyer. The way you live in your home and the way you sell your home are vastly different. Your input is very important to us – it dictates how we will design our marketing efforts around your home. After all, each home is unique. So, although we have a baseline for marketing every home we list, your input, the community in which you live, why you bought your home, what you have liked best about living in your home, and many other variables dictate how we will design a marketing plan unique to your home. Below is our baseline marketing plan – all other marketing efforts depends on your input. After all, your home is distinctive, so why not have input on how we sell it!

Marketing Plan

- **Perform a Home Value Audit on your home.** We will walk through your home with you and point out anything we feel would negatively impact the marketing of your home. When necessary, we will bring in other professionals to give advice on furniture placement, landscaping, painting, etc., to achieve the highest possible price for your home.
- Prepare property briefs and Home Book with a digital photos of your home emphasizing the desirable characteristics of the property, community highlights, school reports, and list shopping and entertainment facilities in your area..
- Develop targeted "Just Listed" flier to be distributed to neighbors in nearby move-up and rental neighborhoods.
- Install lock box on property to aid in showing property to area REALTORS® and their clients.
- Enter your home in the Multiple Listing Service (MLS) property will be available to hundreds of real estate offices and thousands of sales people in the Middle Tennessee area, and promote your property on the internet.
- Set up web page on your property on our site, www.pineapplerealty.com as well as put up a virtual tour on YouTube.com with a unique web page.
- Send property briefs to top producing agents in the area, as well as discuss with them the benefits your home has to offer.
- Syndicate your home on the Internet through Pineapple Realty.com and more than 11 other syndicated sites, including realtor.com.
- Prepare classified ads for your home to run in print media
- Prepare Comparative Market Analysis on homes for sale in your neighborhood and close communities to price your home competitively.
- Prepare for and conduct Homes Tour with in-house agents and hold an Agents' Open House for area REALTORS®.
- Pre-qualify and set up appointments with potential buyers interested in your home.
- Prepare for and conduct Open House.
- Follow up on all leads generated by calls about visits to your home.

- Communicate with you weekly, via email, or telephone, regarding the status of our marketing efforts, as well as keep you informed of any changes in the area market.
- Continue to make our best efforts to locate a buyer and internally evaluate those efforts until we are successful.

For More Information, contact:

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