

MARKETING PLAN

Overview

While I provide the basic services that most brokerage firms do, my resources through LIV Sotheby's distinguish me from other agents. Below is an overview of what I provide that many agents do not.

SERVICES SPECIFIC TO ME:

Professional Staging: My professional home stager will come to your home for a consultation, create a plan, and provide a report with suggestions that will help your home sell for the highest price. Why am I passionate about staging? On average, staged homes sell 88% faster and for 20% more than non-staged homes. If your home is vacant and needs furniture, I can coordinate that, as well.

Marketing to SIR Network: As part of LIV Sotheby's International Realty, I have the depth, strength and brand power to market and sell your home. Our network extends globally across 80 countries, featuring 1,000 offices with more than 24,000 sales associates worldwide.

Comparative Market Analysis: We prepare a CMA, including information on recently sold, active, and market rejected/expired listings. These comparable properties are adjusted based on updates made to the home and will help us determine your home's true value. It's one of the various tools I use to counsel you on list price.

Pricing: We are trained to be data-driven and will provide you with the information – through the CMA and market statistics for your neighborhood and specific block – that will give you confidence in your pricing decisions.

Professional HDR Photography: There is only one chance to make a first impression. According to the National Association of Realtors, 90% of buyers begin their search online. We need to make your home stand out. Through LIV Sotheby's, I have access to top photographers who specialize in real estate photography to ensure your home is presented to the public at the highest level.

Social Media: We utilize social media sites, such as Instagram and Facebook, to make your home instantly visible to thousands of potential buyers.

Online Exposure: When you list your home with LIV Sotheby's, your property will receive maximum online

exposure. Every property listed with us syndicates out to a variety of partner sites, including the Wall Street Journal, New York Times, SothebysRealty.com, LuxuryRealEstate.com, MansionGlobal.com, and many more.

Seller's Report: An analytical report is compiled for you to see the exposure of your home on a variety of websites.

Professionally Written Property Description: A property description is written by a professional writer to tell a story that will help buyers picture themselves in the home.

Instant Broadcast Email: LIV Sotheby's provides email marketing that is sent to every licensed agent in Colorado. We ensure your listing will be seen by every buyer's agent in the state.

Home Highlight Cards: These cards are placed throughout your home to highlight all the features that will appeal most to buyers.

Property Website: We create a website for your property that features pertinent information about your home, as well as video, pictures, and how they can schedule a showing.

Mail Marketing: Postcards of your home are sent to the closest 200 homes in your neighborhood. These postcard mailings advertise the Coming Soon status prior to hitting the market, any Open Houses, and Sold status.

Broker Preview Open House: Preview of the home with an agents-only open house.

Professional Cleaning: Prior to professional photography, I provide a complimentary deep-clean of your home.

Home Book: This book includes any due diligence documents (e.g., warranties, manuals, surveys, etc.), as well as helpful information on your neighborhood (e.g., schools, businesses, demographics, etc.), that will entice buyers to make an offer.

Open House: Upon request, I host an open house at your property to gain maximum exposure.

Comprehensive Transaction Management: I ensure every step of the process is as seamless and stress-free for my clients as possible. I confirm the receipt of earnest money, work directly with appraisers, coordinate the inspection, and negotiate and resolve inspection issues, if applicable. Throughout the transaction, I am

in constant contact with the buyer's lender to monitor the successful completion of the buyer's mortgage application. Prior to closing, I coordinate with the title company to provide settlement sheets with final proceed amounts. In other words, I personally take care of every step of the process.

Prequalify Potential Buyers: Every offer is reviewed to confirm that the potential buyer is preapproved by a reputable lender and proof of funds are valid.

Referral and Relocation Resources: LIV Sotheby's offers a full-service, nationally recognized relocation department that assists families and professionals moving to Colorado. We provide families and individuals with the transition support needed to ensure a smooth location change.

BASICS THAT MOST BROKERAGES PROVIDE:

Large Yard Arm Sign: A professional custom yard sign is placed on your property. Unlike most brokerages, my sign includes a custom QR code to your website so passersby can view your listing instantly on their phones.

Multiple Listing Service (MLS): We enter your home's information into the MLS with photos and details available to every Colorado REALTOR.

Professional Showing Service: Our service accepts showing requests for the hours and days that your schedule allows. My goal is to get every possible potential buyer into your home.

Buyer/Realtor Feedback: Our showing service surveys the REALTOR to obtain the opinion of both the agent and the buyer on things such as the buyer's level of interest, as well as their thoughts on the asking price and condition of the home. You will receive this feedback via email.

Lock Box: We place a lock box on your property to facilitate showings and provide you with the security of knowing who has access to your home.

Flyers: Color flyers are provided for buyers to pick up during their showing.

