

Sandy ALLEN's Immediate and Continuing Marketing Program

- Over the next days, weeks, (months if needed) I will be implementing the Coldwell Banker Redpath & Co. marketing plan in addition to the following steps to find a buyer for your property and Get It Sold!!

- Work with you to implement practical steps to help your property stand out from the competition and present beautifully.
- Take a series of photos of your property to be used in the listing I prepare, for advertisements and on the web.
- Maintain information in the Multiple Listing Service (MLS). Also known as the Northern New England Real Estate Network (NNREN) www.nnerestate.com.
- Add multiple digital photos & listing info on my web site and others: <http://www.SandyAllenRE.com>, <http://SandyAllen.REALTOR.com>, <http://www.ColdwellBanker.com>, <http://www.cbredpath.com>
- Promote at Coldwell Banker office sales meetings and schedule an office tour the first Wednesday after listing. (Great for immediate feedback!)
- Place Sandy Allen Feature ads in the Valley News and other local papers.
- Advertise in non-local media as needed.
- Discuss marketing activity with you on a regular basis/weekly.
- Promote with other Brokers *constantly*, through reminder flyers, email and phone calls.
- Call, email, fax and mail info to my Buyer prospects
- Schedule and host Public and Broker Open Houses.
- Promote and distribute information at local Board of Realtors.
- Service your/Seller's individual needs constantly.
- Discuss price adjustment if not sold after *reasonable* exposure.
- Work to pre-qualify and pre-approve prospective buyers, negotiate terms that are favorable for you and manage the details of the transaction
- Install Coldwell Banker 'For Sale' sign if appropriate.
- Install lock box so key is always safe and available.