



GEENEN  
HOMES

GENERATIONS OF EXPERIENCE

# 30 DAY MARKETING PLAN

DESIGNED TO  
SELL YOUR HOME!



WOODLAND SCHMIDT  
466 E. 16th St., Holland, MI 49423



616-403-0909

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FOR MORE INFO



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## I. ACTIVITIES FOR THE FIRST WEEK OF LISTING:

- Contact city or township for tax information, assessments and other pertinent information about the property.
- Perform a market analysis of your property and share results with seller.
- Process the listing agreement, profile sheet and seller's disclosure statement at the Coldwell Banker Woodland Schmidt (CBWS) office.
- Advise sellers about changes that could be made to the property to enhance its marketability to potential buyers.
- Place a temporary "Just Listed by Kyle Geenen" sign on property.
- Take many high quality photos of property.
- Edit photos to enhance property.
- E-mail photos to the Marketing Department.
- Enter the listing into the Multiple Listing Service system, Zillow, Trulia, ColdwellBanker.com & promoted on GeenenHomes Facebook page.
- Announce the listing to CBWS Sales Associates at weekly business meeting.
- Process the sign order to have CBWS For Sale sign installed in seller's front yard.
- Place an Info Box next to the For Sale sign with high quality color brochures.
- Prepare information to display at Open Houses, which includes computer printouts of the listing, feature sheets, seller's disclosure, lead based paint disclosure and survey, plat map, appraisal, if available.
- Order preliminary commitment of title insurance.
- Write advertisements for various locations – newspapers, CBWS Homes Magazine, and other advertising brochures.
- Determine target area for seller's particular property.
- Send copy of computer printout of the listing to sellers for approval and corrections.
- Perform all "ongoing activities."



## II. ACTIVITIES FOR THE SECOND WEEK OF LISTING:

- Offer to host Open Houses for the public. Each event will be published in the Holland Sentinel and will be hosted by Kyle or another CBWS full-time Realtor.
- Call or send follow-up e-mails to all persons who visited the Open House.
- Inform sellers of results of Open House.
- Perform all "ongoing activities."

## III. ACTIVITIES FOR THE THIRD WEEK OF LISTING:

- Follow-up with all parties that showed interest in property.
- Perform all "ongoing activities."

## IV. ACTIVITIES FOR THE FOURTH WEEK OF LISTING:

- Review with sellers whether property needs a price adjustment.
- Review with seller if there are any physical changes that need to be made to the property
- Perform all "ongoing activities."

## V. ONGOING ACTIVITIES



## KYLE'S 30-DAY MARKETING PLAN

- Contact sellers to get approval of date and times of requested showings.
- Schedule showings with interested agents.
- Contact people from my mailing list to solicit buyers for the property.
- Call other leading Realtors to inform/remind them that the property is for sale.
- Inform Realtors who have previously shown the property about any changes that have been made to the property that could affect in a positive way their buyer's decision to purchase.
- Review my personal buyer's file to see if there is a match to your property.
- Call all Realtors who have shown your property to find out results of the showing.
- Call sellers to report the results of the showing.
- Feature property in each bi-monthly issue of the CBWS Homes Magazine.
- Continue to run advertisements in various locations – on a rotating basis with other CBWS listings.



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