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**Selling Homes, Opening Doors,  
Creating Memories**



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# MARKETING PLAN

## A GUIDE TO SELLING YOUR HOME

Designed to capture the maximum exposure for your home in the shortest period of time. I implement my proven marketing plan. From before we list until after we close you will know the status of my marketing efforts, the offers on the table and the steps leading to a successful closing once an offer has been accepted. Here are some details about what you can expect when using me as your realtor.

### 1. **Pre-Listing Phase:**

- a. **Pricing your home strategically** so you're competitive with the current market and price trends. We can help! Using our knowledge of the market and access to previous and current listings, we will prepare a comparative market analysis fit for you.
- b. **Preparing your home** to cast a positive light on the features most important to buyers.
- c. **Hiring a real estate photographer** for pictures/video. (Paid for by agent.)
- d. **Placing for sale signs** and directionals.
- e. **Releasing a coming soon video** on my social media outlets.

### 2. **Listing Phase:**

- a. **Optimizing your home's online presence** by posting information in the MLS along with other popular online platforms.
- b. **Hosting an open house** within the first week of listing.
- c. **Alpha Internal Page/Targeting Groups:** I specifically target my marketing to agents in our office (over 120 agents), active buyers and investors in our database who are looking for homes in your price range and area.
- d. **Utilizing other agents:** I utilize other agents to share our listing on their social media platforms to reach even more potential buyers.
- e. **Reverse Prospecting:** Using my tools I can target my marketing to active real estate agents who have buyers searching for a home like yours.

3. **Pre/Listing/Listing Phase: Communication.** Throughout this process I will communicate before, during and after efforts are made to ensure that we are on the same page. At minimum, I communicate weekly with updates detailing my marketing efforts, including comments from prospective buyers and agents who have seen your home.



## EXTENDED MARKETING REACH

When you list with me, we'll have access to hundreds of online websites. This exclusive system ensures that your property is marketed 24/7 through more than 350 of the most popular websites. Below are just a few:





## PREPARING YOUR HOME FOR SALE

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Acquiring the highest market value and elevating your home above others often comes down to first impressions. Here are some inexpensive ways to maximize your home's appeal.

### Exterior

- Keep your grass freshly cut.
- Remove yard clutter.
- Freshly stain/paint fences and shutters.
- Clean up garden beds and add fresh mulch.
- Power wash your home's exterior.
- Tighten front and back door handles.
- Ensure gutters and downspouts are secured.

### Interior

- Remove excessive clutter (wall hangings, knick knacks, etc.) You can store these in closets, the attic, the garage or may choose to get a temporary storage unit.
- Clean/paint walls and ceilings.
- Shampoo carpets, mop hard surface flooring.
- Clean windows inside and out.
- Dust light fixtures and make sure all bulbs are working.
- Ensure doors open/close properly and fix any noticeable faucet leaks.

### Preparing For Showings

- Open drapes and blinds.
- Turn on the lights.
- Secure pets.
- Infuse your home with comforting scents.
- Play light background music.
- Vacate the property during showings.



## SELLER ESTIMATED PROCEEDS

To help you get an idea of what you can expect to walk away with at the closing table, just plug your numbers into this estimated proceeds list.

### Income

1. Sale Price \$ \_\_\_\_\_

### Expenses

2. Loan Payoff \$ \_\_\_\_\_

3. Realtor Fee (6% of sale price) \$ \_\_\_\_\_

4. Closing costs to Title Company Estimate \$1,000.00

5. Prorated Taxes \$ \_\_\_\_\_

6. Repairs Estimate \$2,000.00

### Total Estimated Cash To Seller At Closing

\$ \_\_\_\_\_