

# So you're thinking of selling...

It's a new millennium! Buyers want convenience, they want to stay home and shop for everything including their next home. Sellers, on the other hand, are demanding real estate agents do more... do whatever it takes to get their homes sold quickly and for top dollar... even if that means spending money on the latest technologies and studying late into the evening to get the job done.

And that is exactly what I have done.

The result? My “**218 Step Power Marketing Plan**” is so powerful and comprehensive I assure you **your home will sell fast and for top dollar.**

In today's market, it takes a lot more to sell a home than placing a sign in your yard, an ad in the paper and a posting on the Internet – and then hoping for the best. It takes a solid plan. It takes an aggressive, modern marketing system and lots of hard, concentrated effort. Working together, and with other top specialists in related fields, I will get your home sold fast and for top dollar!

*(Please note carefully: Some of the following activities may not apply to your particular situation but every one of them is available where I believe appropriate. For example, if you don't have a well, I won't be doing a water potability check.)*

**Here are some excerpts from Gray's  
218 Step Power Marketing Plan  
Listing Checklist**

## ***Before the Listing...***

1. Research ownership & legal description
2. Obtain assessment and status update
3. Research comparable properties
4. Review property profile

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13. Deliver “How to Price and Prepare Your Home to Sell” video to Seller prior to listing appointment
  14. Conduct photo shoot
  15. Prepare property brochures
  16. Prepare digital listing
  17. Upload listing to Internet on three sites

23. Discuss preparation needed to market effectively
24. Plan goals with Seller
25. Present plan of action to Seller
26. Suggest financing alternatives
27. Listing contract & addendum signed by all principals
28. Pre-listing info package pick up
29. Video picked up for re-cycling or Seller recommends to friend, family
30. Pre-listing checklist completed

***After the Listing...***

31. Advise marketing co-coordinator of new listing, create file
  32. Review current title information
  33. Recommend a Pre-Sale Home Inspection
  34. Survey order if necessary
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41. House plans received if applicable
42. House plans reviewed
43. Organize file in proper order
45. Put contact info into data base
46. Submit listing to search engines
47. Submit digital classified, program bi-weekly Email to referral network
49. Call owner to schedule tour
50. Prepare property brochures, fliers
73. Copy of by-laws ordered
74. Homeowner Association Services ordered
75. Copy of complex layout obtained
76. Have extra key for lock-box

“No detail is too small or too insignificant.  
Everything must be done in proper order  
and sequence to ensure the smoothest transition possible.  
My goal is to get your home sold – not disrupt your lives.”

77. Lock-box installed
  78. Sign ordered
  80. Electricity researched
  81. Utilities researched
  82. Sewer/septic system researched
  83. Water availability researched
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- 93. Property inclusions/amenities noted
  - 95. Ads written with Seller's input
  - 96. Colour photos taken w/Seller next to Sold sign
  - 97. Power of Attorney reviewed and filed
  - 98. All rents and deposits are verified
  - 99. Copy of leases provided
  - 100. Co-ordinate showings with tenants
  - 103. Homeowner Warranty received
  - 105. Note all unrecorded property lines or agreements
  - 106. "New Listing Checklist" completed
  - 107. Closing and Control Checklist completed
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- 116. Marketing brochures prepared
- 117. Post listing to Internet databases
- 118. Marketing brochure sent to Seller
- 120. Fax marketing brochures to all Agents
- 121. Fax brochure to Top 10% Agents in local area
- 122. Tour of Listings
- 124. Promote at Realtors meeting

"Your lawyer acts on your behalf with the skills necessary  
to protect your interests in any transaction.

Not only does he or she handle all the details involved in your closing,  
He or she will make sure every " i " is dotted and every " t " is crossed  
so your transaction closes on time!

**No headaches. No hassles."**

- 126. Call leads off Hotline daily
- 127. Submit listing information to Hot Sheet
- 131. Write ad for newspaper classifieds
- 132. Advertise in local press on rotating basis
- 134. Write ads for Real Estate newspaper pull-outs
- 135. Advertise in Real Estate newspaper pull-outs

### ***Initial Offer***

- 143. Offer received
  - 144. Contact selling Agents
  - 145. Selling Agent to discuss Buyer's qualifications and offer
  - 146. Offer reviewed with Seller
  - 147. All responses are reviewed
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- 152. Contract is signed by all parties
  - 153. Advise Sales Co-coordinator of new sale
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- 171. Assist in arranging financing
- 173. Provide comparables for appraiser
- 174. Schedule appraisal
- 175. Follow up on appraisal
- 176. Confirm verification of deposit and employment have been returned
- 177. Follow loan processing through

“In order for your home to sell once, it has to be sold twice. **First to top Agents, then to the community at large.**”

- 192. Co-ordinate home inspection
  - 193. Review the home inspection results
  - 194. Water potability ordered
  - 195. Water potability test received and reviewed
  - 196. Copy of water potability test delivered to lender and Buyer
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- 201. Copy of water potability test received, test filed
- 202. Loan approved
- 203. Closing date confirmed
- 216. Forward closing documents to Seller

**218. Present you with your cheque at closing.**

*We are 100% committed to selling your home for the most money, in the shortest period of time, with the least inconvenience to you.*

**Gray Watters , Broker**

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