



## A Marketing Plan that Works for YOU!

### OUR OBJECTIVES ARE THE FOLLOWING:

- ✓ To meet with you to determine your wants, needs and expectations.
- ✓ To follow our Marketing Plan to get as many qualified buyers as possible into your home until it is SOLD.
- ✓ To communicate the results of our activities on an on-going basis.
- ✓ To assist you in getting the highest possible price for your property with the least amount of problems.

### ACTIONS:

Meet with you to:

- a. Listen to you and hear your wants, needs and expectations.
  - b. Tell you about ourselves and how we can best sell your home for the most money in the shortest time.
  - c. Explain how listing your home with Realty ONE Group is beneficial to you.
  - d. Tour your home with your so that we can market it in best possible light.
  - e. Present a current market analysis with suggested listing price range dependent on potential enhancement and staging options.
2. **Sign Listing Agreement and Disclosures.** We will explain the importance of the disclosures and go over obligations as a Seller.
  3. **Schedule a Professional Photographer.** High quality photos and videos are very important in marketing your home as most Buyers shop for homes online before deciding on which properties to view.
  4. **Enter Your Property in The MLS System-**The MLS is a very powerful tool that exposes your house to hundreds of Realtors, as well as, the public.
  5. **Install Realty ONE Group Mountain Desert Yard Sign and Electronic Lockbox** – We will employ a company to install the yard sign on a white wood post for higher visibility. The lockbox records agent entry so that we can get feedback for you.
  6. **Create a Property Website.** This website URL will be your property address ([www.123streetname.com](http://www.123streetname.com)) and will be promoted on our website, MoveToSedonaAZ.com and featured on our IDX MLS Search on our website. Our website has high positioning with all the top search engines, such as Google, Bing &, Safari. We receive hundreds of visitors per week, world-wide, seeking information about Sedona/Verde Valley Real Estate.
  7. **Online Presence.** Our listings are also listed at Homes.com, Realtor.com, Trulia.com, Zillow.com, along with postings on 500+ additional websites.
  8. **Market to Other Realtors.** Your home will be scheduled for the MLS Tours and we send e-Flyers to all agents in the Sedona Verde Valley Association of Realtors.
  9. **Easy Communications.** We are available 8:00 a.m. to 9:00 p.m. every week day and 9:00 a.m. to 6:00 p.m. on Saturday and Sunday. Our philosophy is that our business is like owning a store, if the store is not open a sale can't be made, therefore, if someone is interested in a property I have listed they will be able to talk to me right away.
  10. **Pre-Qualify All Potential Buyers.** It is of utmost importance to ensure that a potential home buyer is pre-approved before a purchase agreement is written on your house. We will get a pre-approval letter from a lender before we take your house off the market.
  11. **Negotiating the Best Possible Contract-**This is where the rubber meets the road. It doesn't matter how good the marketing program is, or how many offers you get, if your agent is not a good negotiator not only will you not get the best deal, but often the house won't get sold. We take pride in our excellent negotiating skills.
  12. **Checklist of Critical Date.** After a Buyer is secured you will be provided a Checklist of Critical Dates that we diligently address for your best outcome. You will be able to follow the life of the transaction with our updates. Of course, we will be communicating constantly during this process!
  13. **Listing-to-Sale Copies.** You will be emailed all transaction documents in PDF format from initial agreement to the check in your hand from the proceeds of your sale!

**Ralph Bredahl**

Associate Broker, SFR  
Cell: 602.390.8573

2855 W. State Route 89A #2  
Sedona, AZ 86336

**[MoveToSedonaAz.com](http://MoveToSedonaAz.com)**

**Tricia Bredahl**

GRI, SFR, ePro, AhWD  
Cell: 602.390.8573