



# *Your Custom Home Marketing Plan*

Presented by: John Cook

## *Thank you for considering me to be your agents.*

Most agents simply list homes. We market them, and in this package, you'll see our comprehensive marketing plan for getting you the best possible price, in the shortest time, with the least amount of inconvenience to you.

From listing to closing, we are committed to working closely with you to navigate the entire sale process—taking the time and using our expertise to understand the unique selling points of your home and neighborhood. We will actively target the types of buyers most likely to want your home. We will advise you about the home repairs and improvements that will maximize your asking price. And we will advertise your home 24 hours per day, seven days per week.

We are looking forward to working with you, and we appreciate the opportunity to earn your business.

Sincerely,  
*John Cook*



Our real estate business has been built around one guiding principle: It's all about you. Your needs. Your dreams. Your concerns. Your questions. Your finances. Your time. Your life. Our entire focus is on your complete satisfaction. In fact, we work to get the job done so well that you will want to tell your friends and associates about it. Maybe that's why more than 50% of our business comes from repeat customers and referrals. Good service speaks for itself. We look forward to delivering that service to you.

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*“John presented us in the sale of our home here on Marco and we couldn't have asked for better Realtors. They were diligent and professional at all times and made the whole process so smooth. We definitely recommend them to anyone interested in selling their home as they are so easy and pleasant to work with!” Jill S. (Marco Island, FL)*

*“We were looking for experienced luxury specialized Realtors to sell our Naples waterfront home and John exceeded our expectations. Their knowledge and professionalism was evident upon first meeting but it was their attention to detail and the ease of working with them that really impressed us. We are so pleased that they were the ones to represent us in the sale of our home” - Jody C. (Park Shore | Naples, FL)*

*“We recently found ourselves in need of finding a new home to fit our newly expanding family. Timing the sale of our current home and finding a new home was something that made us very nervous. Sophie and Chris were able to not only put our minds at ease but made the whole transition so simple and smooth. We really can not thank them enough for all of their hard work and the whole family all love our new home!” - Mary P. (Saturnia Lakes | Naples, FL)*





# PROFESSIONAL PHOTOGRAPHY

When property is searched for, one of the first things potential buyers notice are the photographs, and many times, these photographs can be the difference in a buyer's decision whether or not to view your home in person. We utilize a professional photographer to ensure that your home is presented in the best possible way, thereby attracting the most potential buyers. When applicable, we also offer aerial photography and video.



# VIRTUAL MARKETING TOUR

We will produce a custom video showcasing your home—describing in detail all its advantages and the reasons buyers would want to purchase it and live in your community. This tool is much more powerful than a flyer, but it is equally portable. And, we provide videos for potential buyers to take home and show their friends and family members.



# PROFESSIONAL STAGING

Studies have shown that staged homes sell for significantly more money than non-staged homes. Staging involves arranging and decorating a home to highlight and maximize its best features. We have a relationship with an accredited interior designer who can either stage your already-furnished home or provide you with high-end furniture and decorations for vacant properties.



# REMODELING CONSULTATION

We have tremendous experience remodeling properties so that sellers net more money than they would have if they didn't make any repairs. Most properties are in need of some repairs or improvements; however, it is often difficult to determine which repairs or improvements will have the greatest benefit when selling your home. We have an extensive database of reliable and inexpensive professionals that we make available to you. We also offer time-tested advice concerning the most profitable repairs when preparing your home to be put on the market.

# OPEN HOUSES

Upon your request, an agent open house tour will be held to showcase your home to local agents. Public open houses can also be held.





# LOCAL BROKER TOUR | OPEN HOUSE

Upon your request, your home will be marketed and made available to all brokers in your area through tours and open houses. We will also market your home to all agents in the area who currently have properties on the market or pending.

# PREMIERE ADVERTISING

Attracting the right audience through a striking campaign is an important part of our marketing strategy, especially for particularly extraordinary homes. From local publications, to regional media outlets, and even to top real estate magazines, we are consistently seen where it counts—making it more likely that buyers will start their home searches with Allison James Estate & Homes Elite.



# PROFESSIONAL SIGNAGE

Professional, striking, custom signs will be installed in front of your property. The signs showcase contact information as well as other features to aid buyers in discovering information about your home.

# PRINT MARKETING

We will create customized, single-page flyers showcasing your home that feature professional photography as well as a description of its features. For fine homes, we will provide full color, highly detailed brochures that are professionally designed by a graphic artist, so they will completely set your home apart and attract the most qualified buyers to your property.



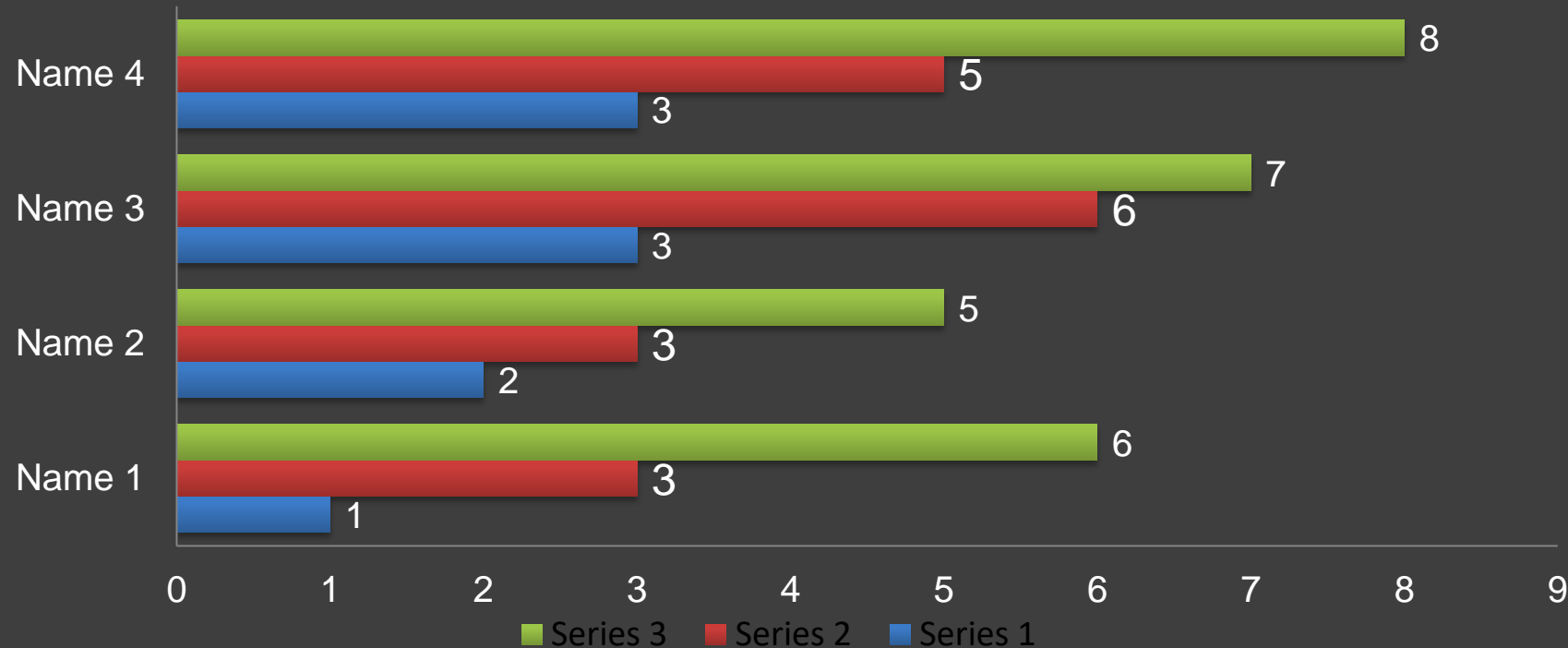


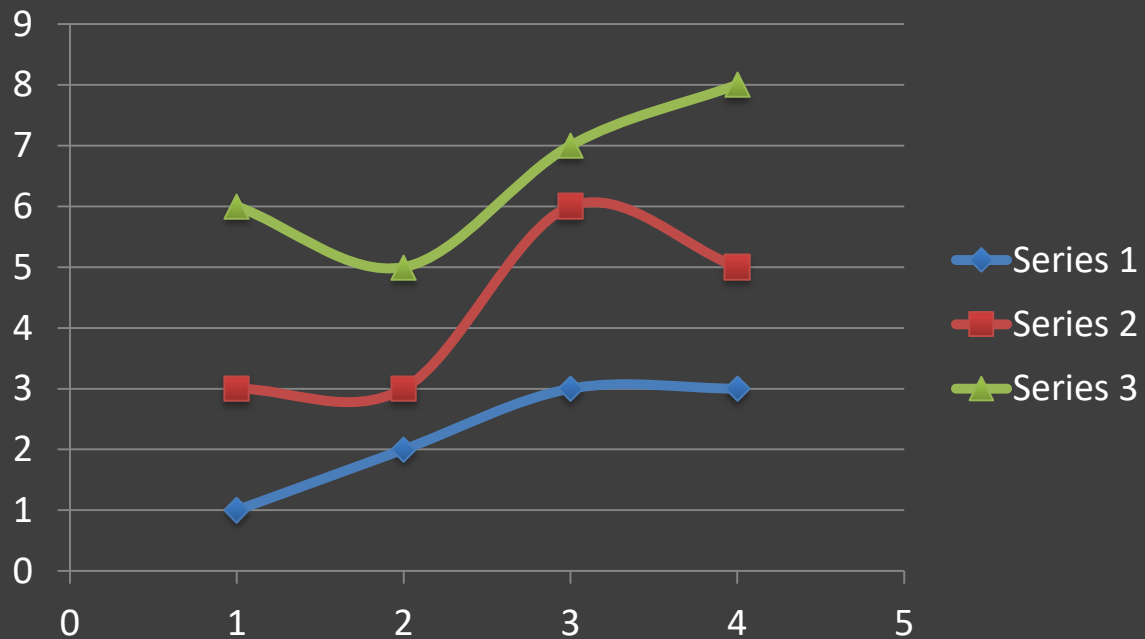
# WEEKLY MARKETING REPORT

We will keep you up to date on what steps are being taken to market your property, as well as provide any feedback on showings or inquiries.

# THE POWER OF PRICING

Pricing your home competitively generates the most activity from agents and buyers. Pricing your home too high may make it necessary to drop the price below the market to compete with new, well-priced listings that may come on the market. Your property will generate the most interest when it first hits the market, and if it's priced at market value, it will generate the most showings.





# AWESOME CHARTS

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Frequently, your initial font choice is taken out of your hands; companies often specify a typeface, or even a set of fonts, as part of their brand guides

However, if you find yourself with an entirely blank page, with unlimited options, the natural place to start is the largest proportion of text, and that is probably your body copy.

An aerial photograph of a scenic lake area. In the foreground, there's a dark, calm body of water. Beyond it, a lush green golf course with several fairways and a clubhouse is visible. The lake is surrounded by dense forests, and in the distance, some houses and a winding road can be seen along the shoreline.

# THE HOME SELLING PROCESS

There are a lot of details to be handled when selling a home. This overview is to help you understand the various steps along the way.

## PREPARING FOR SALE

- Conduct comparative market analysis to establish a fair market value of your home.
- Prepare and complete the listing agreement.
- Recommend improvements to maximize your home's value.
- Place a lock box on your property, if needed.

## MARKETING YOUR HOME

- Enter listing information into the MLS.
- Place a 'For Sale' sign on your property.
- Notify top local agents of this new listing.
- Schedule your home for office and MLS tour.
- Distribute 'Just Listed' flyers to your neighborhood.
- Post your home information on the internet.
- Schedule and hold open houses.
- Notify all potential buyers with details of listing.
- Arrange showings for other agents.

## COMMUNICATING WITH YOU

- Contact you regularly with feedback.
- Prepare and deliver regular progress reports to you.
- Discuss all marketing activities with you.

## COORDINATING YOUR SALE

- Pre-qualify potential buyers.
- Present and discuss all offers with you.
- Negotiate your transition with the other agent.
- Prepare and finalize the closing.

## OTHER WAYS I CAN HELP

- Arrange for an agent to assist you in your relocation.
- Recommend a moving company.
- Provide you with a helpful moving checklist.
- Recommend preferred companies for related services.



# THE CLOSING PROCESS

The closing process finalizes the sale of your home and makes everything official. Also called the settlement, the closing is when you get paid and the buyer receives the deed to your home. Items you should bring to the closing include house keys, garage door openers, a picture ID, etc.

## WHAT CAN YOU EXPECT?

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; make sure taxes, title searches, real estate commissions, and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

## WHAT ARE YOUR COSTS?

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

## AFTER THE CLOSING, MAKE SURE YOU KEEP THE FOLLOWING FOR TAX PURPOSES:

- Copies of all closing documents
- All home improvement receipts on the home you sold



# MAXIMIZING YOUR HOME'S APPEAL

Acquiring the highest market value and elevating your home above others in the same price range often comes down to its first impressions. In my experience, there are some simple ways we can maximize your home's appeal:

## EXTERIOR

- Keep the grass freshly cut
- Remove all yard clutter
- Apply fresh paint to wooden fences
- Paint the front door
- Weed and apply fresh mulch to garden beds
- Clean windows inside and out
- Wash or paint home's exterior
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached

## INTERIOR

- Remove excessive wall hangings, furniture, and knick knacks (consider a temporary self-storage unit)
- Clean or paint walls and ceilings
- Shampoo carpets
- Clean and organize cabinets and closets
- Repair all plumbing leaks, including faucets and drain traps
- Clean all light fixtures

## FOR SHOWINGS

- Turn on all the lights
- Open drapes in the daytime
- Keep pets secured outdoors
- Play quiet background music
- Light the fireplace if seasonally appropriate
- Infuse home with a comforting scent like apple spice or vanilla
- Vacate the property while it is being shown



An aerial photograph of a scenic lake area. In the foreground, a winding road follows the shoreline, with several houses and lush green trees. A golf course is visible in the middle ground, with its fairways and green clearly marked. The lake's surface is calm, reflecting the surrounding greenery. The background shows more forested land and distant hills under a clear sky.

# FREQUENTLY ASKED QUESTIONS

**Q: Are there things we should do to our home to help ensure the maximum price?**

A: Yes. There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. We can advise you about specific improvements that will increase your home's marketability and value.

**Q: How often will you advertise our property?**

A: We don't just list homes; we market them. We will make sure your home is marketed to potential buyers around the clock, 24 hours a day, seven days a week. We will customize a marketing plan to reach the types of buyers most likely to purchase your home. We know how to maximize the power of the Internet for our clients, while also using traditional methods including newspaper ads, brochures, yard signs and direct mail.

**Q: Will you be present at all showings?**

A: At open houses we, or a member of our team, will be there. For showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a prospective new home.

**Q: What if another agent tells us they can get us more for the house?**

A: Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. If you choose to work with us, we will conduct a comparative market analysis prior to recommending an asking price for your home. We will explain how we arrived at the price, but ultimately the decision is up to you. We will offer our professional opinion on how the market will value your home.

**Q: Do we have any responsibilities during the marketing of our home?**

A: Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. We will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.

**Q: What happens once we get an offer?**

A: We will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, we will guide you through the entire closing process and ensure everything proceeds smoothly.



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