



Marketing Plan

Strategic marketing designed to reach the right buyers and drive results.

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REMAX
PRECISION





Getting Your Home Prepped & Ready to Hit the Market

Creating the Marketing Hype for Your Home:

We assure you that your home is ready and presented in a manner that will create the “hype” about your home. The more we do prior to putting your home on the market will assure you receive top dollar for your property as well as ensure we know and take care of any issues that can become problematic during the escrow process. We become aware of any potential issue that could possibly affect your bottom line so that there are no “surprises” down the road.

We have a comprehensive list of resource specialists, tradesmen, and subcontractors that can do anything and everything for you to help this process become as seamless as possible (any work needed or requested will be an additional cost). We provide a staging consultation to ensure your property is shown to the absolute best of its ability to help you end up with more offers, better terms, and a higher price for your home!

Just ask us for a list of anything you need! We can provide an all-inclusive service to help to organize and maintain any project you need including but not limited to: staging, window cleaning, gardener, painter, handyman, landscaper, specialized tradesmen, electrician, termite inspector, home inspector, appraiser, and much more!



REMAX
Precision



We go beyond the extra mile to get the best price for your home!
Our Services Set Us Apart from Other Realty Companies.

Ratliff Real Estate Group'
COMPREHENSIVE MARKETING PLAN



Client Care & Communication

We'll be your partner as we work together to get you the best price in a timely fashion. We're confident we can earn your trust and our policy is:

You can cancel at any time if you aren't 100% Satisfied with our work!

As your partner, we offer our expertise to help you make good decisions about the sale of your home and avoid costly mistakes. It starts with making sure your home is presented to its best advantages:

- 360 Degree Picture Virtual Walk Through of the home
- Floor Plans and measurements both inside and outside
- In-depth analysis and expert advice on pricing strategy for optimal results
- Professional staging services as needed to attract buyers (optional full staging available at extra charge)
- Free Digital Marketing Specialist to maximize online presence
- Checklist of recommended changes to your home to ensure optimal pricing
- List of reputable vendors for any work required
- Synched lockbox to track Realtor showings and elicit feedback the next business day, which is then sent to you to keep you in the loop

While we market your home, we know you want to be informed and involved. To keep communications flowing, we will:

- Send a report on our marketing efforts and results once per week
- Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, or any other factors that may affect the value or marketability of your home
- Provide you marketing materials to share with your neighbors, connections, and on your personal Facebook page and other social media sources (LinkedIn, Instagram, etc.)



High-Quality Marketing Materials

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide:

- Professional photographer to capture interior and exterior images
- Professional videography to create a high definition 2 to 4-minute virtual property tour with a description of your home
- A high quality, full-color four-page brochure featuring your home
- An individual property website which includes:
 - printable brochures
 - photo gallery
 - virtual tour
 - property map
 - reports for out-of-town buyers showing nearby amenities, school scores and distance, community information, city demographics, and a “contact me” button
- Luxurious lawn sign with solar lighting, our highly recognizable logo, and a customized texting feature directed to your home’s website
- Search engine optimization (SEO) of all marketing materials by Digital Marketing Specialist for maximum online exposure
- All materials cell phone compatible (91% of buyers use cell phones in their home search)



Engaging the Real Estate Community

Through our massive online and social media campaigns, we access thousands of buyers directly.

- Cooperate with all Real Estate companies in Des Moines Metro and surrounding counties using multiple MLS services
- E-flyers sent to local and out of area agents with Bar Code feature that brings them directly to your home's website
- Contact preferred lenders for any prospective buyers in their network
- Email "Just Listed" e-flyer with links to your home's website
- Announce price reductions to our national network of real estate agents
- Send property specific information to our internal buyers' agents who receive hundreds of inquiries monthly
- Contact agents to request feedback after the home is shown, which we then forward to you
- Perform a reverse prospecting search to identify prospective buyers in MLS



Know the Key Steps to Selling a Home

Offer on Home

- Evaluate and determine your needs and priorities
- Confirm that all decision-makers are on title and agreeable
- Review agency choices and select appropriate working relationships
- Discuss home improvements and recommendations (repairs/staging)
- A detailed discussion of "What to Expect" and timelines of events
- Confirm tax roll matches the specification of your home
- Provide a copy of the key
- Register lock box on MLS

Devise and Execute Marketing Plan

- Discuss marketing plan
- Establish pricing strategy
- Place yard sign and marketing on property
- Evaluate property demographics to help determine pricing strategy
- Monitor and evaluate results of marketing actives
- Revise marketing plan and pricing strategy as necessary
- Major Digital Marketing Strategies

Communication constantly to make sure timeframes and expectations are exceeded!

The Selling Process

- Review, compare, and contrast the terms of all offers
- Explain the pros and cons of all offers
- Call lender and buyer's agent to verify qualification and motivation of a buyer
- Confirm lender qualification is accurate and is fully Desktop Underwritten
- Confirm financing type will work for property
- Make sure the CEO date is realistic and works with the seller's needs
- Counter all offers to "Highest & Best"
- Verify Proof of Funds are sufficient for the buyer's down payment and closing costs
- Verify funds to pay the difference of appraised value if needed

Contract Accepted

- Open escrow, verify buyers earnest money
- Escrow instructions, order title report
- Review inspections and buyers "Wish List"
- Complete any needed repairs
- Confirm receipt of contingency removals, inform seller of receipt
- Send bi-weekly updates on the progress to closing to the seller
- Meet weekly to review the progress of closing
- Confirm docs have been drawn 10 days before COE
- Schedule a final walk through after docs have been signed by all parties
- Send notification of funding to all parties
- Send notification of recording
- Mark property sold in MLS
- Closeout file and send seller copy of all documents signed
- Confirm marketing materials, signs, and lockboxes are removed,

Traditional Marketing on Steroids

Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective. In our campaign, we also:

- Send direct mail and email flyers about your home to our database of clients
- Contact leads, centers of influence, i.e. family, friends, community leaders, and past clients for potential buyers
- Mass mail an 8 1/2 by 11 colored glossy “Just Listed/Sold” postcard to approximately 500 to 1,000 people in your specific neighborhood
- Hand deliver high-quality, 4-page colored brochures to 100 immediate neighbors with a “Pick Your Neighbor” letter attached and text feature.
- 4-page colored brochures featuring your home’s highlights



Behind the Scenes

While all this activity is happening, we're also working behind the scenes to make sure your home gets the most exposure so it sells at the best price in a timely manner. We also gather all information necessary to ensure a smooth transaction. To that end, we:

- Immediately send video responses to buyer leads via e-mail and text
- Improve the marketing of any under-performing marketing campaigns by analyzing & viewing results of campaigns
- Meet weekly with the team to keep on top of each step in the marketing campaign of your home
- Price the property correctly the first time to widen the window of buyer showings
- Reassess pricing if online traffic is not converting into offline tours
- Answer any questions that arise throughout the transaction via our full staff of specialists
- Use infra-red technology of Supra Lockbox to monitor agent showings to get fast feedback
- Research ownership and deed type from Title Company
- Research property's current land use, zoning, deed restrictions, and easements
- Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout
- Verify that your property is free of all liens

Once the sale of your home is pending, we stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:

- Verification with agent and lender to ensure the buyer is properly qualified, ready, and able to purchase (verified employment, reviewed taxes, bank statements, credit report, 1003, etc.) before accepting the offer
- Bi-weekly communication via e-mail about status and progress of the sale
- Text message and e-mail reminders to you about appointments and deadlines of escrow, seller disclosures, buyer inspections, appraisal report, buyer final walkthrough, signing loan documents, and final closing documents
- Constant communication with cooperating side agent and Lender to give accurate feedback to seller about status of loan, and escrow

Our Core Value

Uncompromised Integrity

Honesty and fairness, we will always do the right thing; people before things.

Leadership

We are the example, we lovingly lead, direct, guide, and hold ourselves accountable.

Innovation

Constant improvement and creativity; we celebrate success but strive for excellence, we never stop advancing.

Accountability

We do and teach ourselves, our company, and our community.

Value People

As family, we will treat all people with courtesy, dignity, and respect.

