

# Marketing Action Plan

Selling your home is a team effort, and we'll guide you through every step. Here's what you can expect once we begin:

## Step 1: Listing Agreement

Before marketing begins, we'll review and complete the listing paperwork together.

### Week 1

- Schedule professional property photos
- Enter your home into the MLS system
- Place a "For Sale" yard sign and lockbox (if desired)
- Review showing instructions and prepare a property flyer
- Host an Open House weekend

### Week 2

- Invite local brokers and agents to preview the home
- Host another Open House weekend
- Review and update any offers received

### Week 3

- If an offer is accepted, move forward with escrow

### Ongoing

- Show property to qualified buyers
- Follow up on internet and open house leads
- Monitor market conditions and buyer activity
- Track competing listings in the neighborhood