



27 point

PERFORMANCE CAMPAIGN

When selling your home, there is only one chance to make an impressive and lasting first impression. At RETP we know this and hire only the best professionals from general contractors and staging to photographers and videographers.

01

Two Broker Oversight on all aspects of campaign



02

On-sight home evaluation to ensure maximum initial list price.



03

Seller provided 44 tips to maximize value of their home



04

Comprehensive comparative market analysis prepared (include SWOT Analysis)



05

Provide list of suggested improvements for highest sales price



06

Provide suggested list price range



07

Coordinate staging appointment



08

Coordinate general contractors site visit as needed



09

Aerial drone photo and video shoot



10

Virtual realty VR shoot



11

High quality brochures with room dimensions and highlights



12

Go live on MLS



13

All showings and feedback logged through centralized showing service 7 days a week.



14

Build out of micro site (SEO procedures)



15

Posting on Zillow, Trulia, and Realtor.com



16

Targeted social media campaign



17

Daily showing feedback



18

Weekly market trends and feedback



19

Picture and key word rotation



20

Contract negotiations



21

Monitor contract timelines to ensure compliance.



22

Prepare and share timeline for smooth transaction experience.



23

Negotiate to minimize remedy repairs



24

Review of closing disclosure figures



25

Coordinate final walk through



26

Attend closing



27

Coordinate possession and key exchange

