

The marketing plan for your home

Price matters. But a home that never gets seen the right way can't sell at any price. Here is exactly how I put your home in front of buyers, from the day we list to the day you close.



Dave Rotundo Jr.

Prepared for [Seller name]

[Property address]

[Date]

250+

homes sold since 2016

\$50M+

in combined sales value

4

counties: Effingham,
West Chatham, Bryan &
Bulloch

1

dedicated Transaction
Coordinator on your file

WHAT WE CONTROL, AND WHAT WE DON'T

We control

- The marketing, and how we present your home
- How easy it is for buyers to see your home
- How your home looks when it's shown

We can't control

- The market: supply and demand
- Comparable properties: the competition
- The appraised value

THE MARKETING PLAN

PHASE 1

Before we launch

- An MLS feed of your competition: every active, pending and recently sold home you're up against
- Full-color pricing analysis of sold, active and expired homes near you
- Property Information Sheet and Listing Questionnaire, so I know what you love about the home and the community
- Room-by-room Action Plan: the features to show off and the distractions to remove
- Curb appeal assessment, with an AI-suggested photo showing the improvements
- Professional photography
- Matterport 3D virtual tour

PHASE 2

Launch week

- Listed in Hive MLS and syndicated to the major real estate websites
- Featured on remax.com and DaveRotundoRealty.com
- Your home's own YouTube video tour, with a full description and search tags
- Promoted on social media and my Google Business Profile
- Social media push for your open house
- Yard sign, lockbox and clear showing instructions for agents

THE MARKETING PLAN, CONTINUED

PHASE 3

While you're on the market

- Open houses, promoted with a social media push
- Feedback from every showing agent, shared with you
- Competing listings and new sales watched closely
- A written Monthly Seller Activity Report
- Updates your way: text, email or a call

PHASE 4

Offer to closing

- A net sheet comparing every offer side by side
- Each buyer's pre-approval verified with their lender
- Every offer negotiated on your behalf
- Brandy White, Transaction Coordinator, tracks every deadline
- Trusted lender and closing attorney relationships

YOUR MARKETING REVIEW: HOW DOES YOUR LISTING COMPARE?

Marketing item	Your listing today	With Dave
Professional photography	☐ Yes ☐ No	✓
Matterport 3D virtual tour	☐ Yes ☐ No	✓
Your home's own YouTube video tour	☐ Yes ☐ No	✓
Local agents notified that their clients may be a fit for this house	☐ Yes ☐ No	✓
Social media and Google Business Profile promotion	☐ Yes ☐ No	✓
Feedback from every showing, shared with you	☐ Yes ☐ No	✓
A written report every month on what's working	☐ Yes ☐ No	✓
Pricing analysis shown to you before any price change	☐ Yes ☐ No	✓

Checked "No" more than once? Your price may not be the problem.

Before you lower your price, let's fix how your home is being shown to buyers.

NEXT STEPS

- 1

Agree on a pricing strategy that will sell your home
- 2

Sign the listing agreement
- 3

Stage the home so it appeals to as many buyers as possible
- 4

Professional photography and a walking tour of the home
- 5

Agree on the best way to show the home
- 6

Launch: MLS, feature sites, sign and lockbox. Then we review offers.