

# LESLIE'S MARKETING PLAN



EVEREST REALTY GROUP

SELLER(S): \_\_\_\_\_

PROPERTY ADDRESS: \_\_\_\_\_



LESLIE THORUP HEREBY PROMISES TO PERFORM THE FOLLOWING 26 IMPORTANT MARKETING SERVICES...OR YOU CAN TERMINATE THE LISTING AGREEMENT!

1. PROFESSIONAL COMPARATIVE MARKET ANALYSIS: Leslie will personally prepare and fully review with you this very important marketing step.
2. AGGRESSIVE MARKETING PLAN: Leslie will immediately initiate her proven marketing system to insure that your home will sell for top dollar.
3. WEEKLY MARKETING UPDATES: Leslie will update you each week (by email, mail or phone) with the activity and marketing on your home.
4. INTERNET ADVERTISING: Leslie will advertise your home on all the top real estate websites, most with both interior and exterior photos.
5. VIRTUAL HOME TOUR: Our exclusive Virtual Photo Tour will allow qualified buyers to preview your home over the internet from anywhere in the world.
6. 24 HR TELEPHONE HOME TOURS: Buyers will have 24 hour a day access to information on your home by voice and/or a text message with pictures.
7. DIRECT MAIL ADVERTISING: Leslie will mail "Just Listed" Postcards to increase qualified buyer leads from your neighborhood and their friends/family.
8. MULTIPLE LISTING SERVICE: Leslie will professionally advertise your home through the Wasatch Front MLS, complete with professional pictures.
9. SOCIAL MEDIA: Leslie will create more interest in your home by promoting it through Facebook, Twitter, YouTube and other social media services.
10. LEAD FOLLOW-UP: Leslie will use our exclusive LeadRouter™ Internet Follow-up System which allows us to quickly return buyer emails & calls.
11. RELOCATION BUYERS: Leslie will promote your home to qualified out-of-state buyers through Century 21's International Relocation Service.
12. INTEROFFICE AGENT SUPPORT: Century 21's 570+ Utah Agents and 17 offices give you the extra edge you need to get your home sold quickly.
13. OTHER AGENT & COMPANY SUPPORT: Leslie will also actively promote your home to ALL agents and companies working in the Salt Lake area.
14. QUALIFIED BUYERS: Leslie will use her best efforts to have your home shown only to qualified potential buyers.
15. PROVIDE FEEDBACK: Leslie and her staff will provide you important feedback from the Real Estate professionals and buyers who view your home.
16. MARKETING CALLS: Leslie and her staff will regularly call families in your area in a concentrated search for qualified buyers for your home.
17. PROFESSIONAL COLOR FLYERS: Leslie will prepare a special factsheet / brochure on your home with photos, to help buyers remember your home.
18. CENTURY 21 YARD SIGN: Leslie will install an attractive sign in your yard showing Leslie's direct office number.
19. KEY BOX - EASY ACCESS FOR SHOWINGS & LESS STRESS FOR YOU: Subject to your approval, Leslie will install an electronic keybox on your home.
20. FINANCING OPTIONS: Leslie will make buyers aware of the various financing options which will enable more buyers to qualify to purchase your home.
21. HOME ENHANCEMENT IDEAS: Leslie will share professional and easy ideas with you that will increase your home's value and appeal to buyers.
22. HOME WARRANTY: Leslie will discuss the advantages, benefits and costs of a Home Warranty available for both sellers and buyers.
23. PRELIMINARY TITLE REPORT: With your permission and without cost, Leslie will immediately order a Preliminary Title Report on your home.
24. PRESENTATION OF OFFERS: Leslie, or a member of her professional team, will personally represent you at the presentation of all offers.
25. ESTIMATE OF SELLER'S PROCEEDS: Leslie will review with you an estimate of what you can expect to receive from the sale of your home.
26. CLOSING THE SALE: You will be kept up to date on the progress of your sale, then Leslie, or a member of her team, will attend your closing with you.

Should Leslie Thorup or Century 21 fail to perform the services as stated above, you may terminate your listing agreement with them.  
Prior to termination you agree to notify Leslie in writing and give her 72 hours to correct the situation or perform the service in question.

**Leslie Thorup**

**801-541-1500**

**TheUtahHome.com**



Scan with your  
mobile phone!