



Flamboyant®
REAL ESTATE GROUP

EXCLUSIVE 10-DAY SELLING SYSTEM

Higher. Faster. Easier.

Satisfaction Guaranteed!

PRE-MARKETING:

1. Promote immediately to your PC, Hot Buyer list, and on social media.
2. Shoot short video from the property when listing contract is signed for social media.
3. Take a few photos of the best features of the house at the time of listing appointment.
4. Property inspection scheduled (recommended).
5. FREE Professional staging consultation to get your home in “showcase” showing condition.
6. Home professionally staged (recommended).
7. Necessary repairs and touch-ups made to the property.
8. Professional Marketing Photos and HD Video and Drone taken of the property and emailed to Seller for approval.
9. Marketing Description written and submitted to Seller for approval.
10. Custom Color Flyers designed & produced.
11. Direct Mail Campaign “Coming soon” to 100+ neighboring homeowners.
12. Complimentary Home Warranty Sellers’ Coverage ordered by listing agent.
13. Your property pre-marketed and promoted through [agent]’s personal real estate networks, to our company, Realtor networks, and Personal Circle.
14. Brokers Open House scheduled and published for all area real estate agents.
15. Schedule Open House Event with Seller including Neighbors Only Preview Party before public open house event.
16. Post Promotional Flyers with best pics (and/or video preview) and Open House Event Invite on Facebook and Instagram and other social media sites.

THE MARKETING BLITZ:

17. Publish home on the Regional MLS (Multiple Listing Service) on Tuesday or Wednesday morning of launch week.
18. 30-plus Professional photos of your home posted on the MLS and syndicated to the most visited real estate websites.
19. Narrated HD Video Tour posted on social media, YouTube.com and other sites.
20. Custom property website set up with your address (E.g. www.3142VenturaCourt.com)
21. Virtual Tour of home set up and posted online.
22. For Sale yard sign installed.
23. Home posted For Sale on Facebook, NextDoor, Craig's List with photos and link to property website.
24. Reverse prospecting query activated on MLS for any agent/buyer searches that match your property.
25. Realtors Broker OPEN HOUSE Lunch Event hosted by [Agent/Team].
26. Daily Prospecting by [Agent] and [his/her] Team looking for buyers for your home (100+ people each week).
27. E-Mail/Text sent to the Top 100 Buyers Agents in our market area about your property.
28. Your property posted on our Office Listing Board.
29. Your home promoted to agents at weekly company Sales Meeting.
30. Direct Mail Campaign "Just Listed" to 100+ neighboring homeowners.
31. Facebook Live from the property with hashtags (popular things in the area, trending area hashtags).
32. Have it on any company or broker tours for launch week.
33. Per Sellers' request, allow no showings until start time of Open House
34. Event (OHE) on Saturday or Sunday.
35. Install Senti-Key lockbox.

36. Knock 100-200+ doors in the neighborhood using the OHE Invite Script.
 - a. OHE Invite Script to add: "And also I want to let you know, we'll be having a Neighbors Only Open House Preview from 1-2. There will be _____ [snacks, etc.] and the _____ [owners names] will be there. It's going to be awesome! Hope you can make it."
37. Direct mail 100+ Open House Event Invitations to the neighborhood/area.
38. Sly-dial 200+ homes in the neighborhood to invite guests.
 - a. Use Cole Realty Resources to find cell phone numbers.
39. Open House Event signs posted 1 to 2 days prior (unless prohibited by the city).
40. Open House Event published to all REALTORS for their buyers.
41. Open House Event advertised on Craig's List and Social Media Platforms.
42. Email blast to Personal Circle (as Featured Listing Open House Event).
43. Post numerous directional signs leading to the house.
44. Post large feather OPEN HOUSE signs in the front yard.
45. Hold Neighbors Only Preview Party 1 hour before the event. Serve refreshments and invite seller to stay for first 30 minutes (no owners' children or pets).
 - a. OPTIONAL: Have a food truck at your Open House Event.
46. Hold Open House Event.
 - a. Have your lender, Buyers Agent, Assistant, and/or other agent(s) in your office at the Open House Event to help with the traffic flow.
47. Do a Facebook Live Video before or at the beginning of the Open House Event.
48. Use Open Home Pro or spac.io to register people outside the front door.
 - a. Have one agent assigned to do this (not you) per seller's request.
 - b. Also controls traffic flow, so the house isn't too crowded.
 - c. A Line increases perceived demand. Those who leave or won't register are window-shoppers, so you lose nothing.
49. Place a flyer with your IRRESISTIBLE OFFER, In Master Bathroom by sink:

- a. “ _____ * HOMEOWNERS” Sell Your Home the Easy Way with Our Guaranteed 10-Day Selling System. We will sell your home for Top Dollar... Guaranteed.
(*Name of our town or market goes in the blank)

50. Send video and written thank you to every person who attends and follow up with all leads.

NEGOTIATING AND CLOSING THE SALE

51. Offers presented to seller.

52. Negotiating Stage where we negotiate all offers to get the highest price and best terms.

53. Sales Contract executed.

54. Transaction Stage once we execute a sales contract on your property where we oversee everything to protect your equity and coordinate and schedule closing.

55. Successful Closing. We're not done until your property is sold, and you get your check.