

MATT RAKIC

MR Real Estate Team

Marketing Plan



Matt Rakic's Team focuses mainly on listing and marketing residential real estate. Our Goal is to bring your property to the attention of all qualified buyers.

Together, we review your home to identify key selling benefits in order to determine a selling price that will attract offers based on current market conditions. We develop a detailed marketing plan specific to your property. The unique aspects are highlighted to an appropriate target market, so it sells.

The following actions are taken to execute our marketing plan:

- ▶ Identify potential buyers for your property, making them our Target Market.
- ▶ Develop a flyer highlighting features and benefits of your property for distribution to:
 - Your immediate neighbourhood
 - Our company office sales staff
 - Co-operating brokers and their top producing agents by direct mail
 - Past clients developed over 30 years in Real Estate
- ▶ Make telephone contact with area residents, asking if they have friends, family, or colleagues interested in moving into our neighbourhood.
- ▶ Match all potential buyers from our exclusive sources to your listing.
- ▶ Develop professional video tour video to be published on major social networks.
- ▶ Showcase your listing on the Internet for easy access by the general public, through our personal website (www.mattrakic.com), the RE/MAX Site (www.remax.ca), and the MLS website (www.realtor.ca)

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- ▶ Advertise your listing in the “Real Estate Magazine”, published in over 30,000 full-colour copies, until it is sold
- ▶ Develop a full-colour brochure with photos of your property for clients to keep after viewings to remind them of the merits of your home.
- ▶ Submit your listing to the Multiple Listing Service (MLS) network.
- ▶ Place a For Sale sign on your front lawn for around-the-clock visibility. Install a key lock-box to encourage fellow agents to show your home by appointment.
- ▶ Collect feedback from all showings and regularly report it to you.
- ▶ Constantly update your regarding changes to current market conditions to advise you on making adjustments.
- ▶ When offer is received we represent your best interest in negotiating best terms & price for you.
- ▶ After contract has been accepted we follow-up on the progress of all conditions until deal is firm.
- ▶ All closing procedures are arranged for you and co-ordinated with solicitor until it is closed.

Serving KW & Surrounding Areas since 1984.

Mattrakic

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