

The really awesome

MARKETING PLAN TO LIST AND SELL YOUR HOME

ONE



OUR Story



OUR MISSION

Our mission is to cultivate relationships with the local community, improve our community, and help the community prosper by providing extraordinary real estate services and guidance for homebuyer and sellers in Springfield, IL.

OUR VALUES

We love our community and all the members who reside in it. Our pillars of success are honesty, transparency, due diligence, and putting you - the clients - first in every aspect of our business.

OUR SERVICES

Our top-of-the-line services will help you find success in real estate whether you're a first-time home buyer, repeat home buyer, investor, or seller.



RECENT
Market
ACTIVITY

42

SOLD HOMES

Our mission

52

ACTIVE LISTINGS

Our mission

12

DAYS ON MARKET

Our mission

1.5 m

OF INVENTORY

Our mission

HOME SELLING *Game Plan*

MARKETING GAME PLAN

As a real estate agent, I have proven marketing strategies that we can implement to get your listing in front of as many ideal home buyers as possible. I've also cultivated a strong network of consumers and business partner experts that we can leverage to find a buyer quickly. In addition to my robust network, we will also market your listing where home buyers are known to find the home they purchased. According to NAR's [Profile of Home Buyers and Sellers report](#):

The Top Places Home Buyers Found the Home They Purchased:

- 50% Internet
- 8% Real Estate Agent
- 7% Yard Sign/Open House Sign
- 5% Friend, Relative or Neighbor
- 3% Directly from Sellers/Knew the Sellers
- 1% Print Newspaper Ad



THE *Home Selling* PROCESS

- 1... CHOOSE AN IDEAL CLOSING DATE
- 2... RESEARCH THE MARKET & HOME SELLING PROCESS
- 3... HIRE A REAL ESTATE PROFESSIONAL
- 4... PRICE YOUR HOME
- 5... PREPARE YOUR HOME FOR MARKET & STAGING/CURB APPEAL
- 6... LIST HOME ON MARKET
- 7... EXECUTE MARKETING PLAN & OPEN HOUSES/SHOWINGS
- 8... GET, EVALUATE & ACCEPT OFFERS
- 9... UNDER-CONTRACT & CLOSING
- 10... MOVE OUT

PRICING YOUR *Home*



FACTORS THAT AFFECT PRICING

- ✓ COMPARABLE HOMES
- ✓ LOCATION
- ✓ SIZE & USABLE SPACE
- ✓ AGE & CONDITION
- ✓ UPDATES & UPGRADES
- ✓ THE MARKET & DEMAND
- ✓ ECONOMIC INDICATORS
- ✓ INTEREST RATES

BENEFITS OF PROPER PRICING

- + FASTER SALE
- + MOTIVATES BUYERS
- + HIGHER-QUALITY RESPONSES
- + BETTER OFFERS



IF PRICED TOO HIGH

- ⬆️ SCARE OFF POTENTIAL BUYERS (GET LESS BUYERS)
- ⬆️ LESS INQUIRES FOR SHOWINGS
- ⬆️ LESS OFFERS OR NONE AT ALL
- ⬆️ LOW-QUALITY OFFERS
- ⬆️ MORE DAYS ON MARKET - COULD MISS IDEAL CLOSE DATE

IF PRICED TOO LOW

- ⬇️ LESS VALUE FOR YOUR HOME
- ⬇️ COULD START A BIDDING WAR
- ⬇️ MORE DAYS ON MARKET - COULD MISS IDEAL CLOSE DATE

PREPARE YOUR HOME FOR *Market*



TIPS FOR PREPARING YOUR HOME

DECLUTTER

Clear surfaces, store unessential items/furniture, and throw away unwanted items/trash.

DEEP CLEAN

Clean everything - surfaces, floors, paths, driveway, siding, windows, doors, walls, appliances, patio, bathrooms, etc. then organize them.

DEPERSONALIZE

Remove any portraits and family photos into storage.

TOUCH UP

Patch up holes in walls, paint as needed, apply chalk as needed, etc.

REPAIR & REPLACE

Replace anything that can't be fixed - plumbing, electrical, HVAC, light bulbs, etc.

MAXIMIZE NATURAL LIGHT

Trim outdoor plants in front of windows, clear furniture from windows.

ELIMINATE BAD ODORS

Neutralize unwanted odors from furniture, carpet, rugs, etc.



STAGING

Staging is a common strategy used to show off your home. It also helps potential buyers to visualize themselves living in the home and increases online requests for showings. Staging can also increase the dollar value offered on a home and decrease time on market.

BENEFITS OF STAGING



HIGHER-QUALITY OFFERS



INCREASES VALUE



POSITIVE FIRST IMPRESSION



SHOWS OFF POTENTIAL



VISUALIZATION OF SPACE



MORE APPEALING PHOTOS



TYPICALLY LOWERS D.O.M.



START PACKING EARLIER

LISTING YOUR *Home*



ONLINE AND OFFLINE CURB APPEAL

To garner the most interest for your home, we'll improve your home's curb appeal - online and offline. Curb Appeal is the physical appearance of a home's exterior. It's the first thing buyers see before entering your home and it leaves a lasting impression. This is crucial for attracting new buyers and drive-by prospects as well as increasing the perceived value of your home. 94% of REALTORS® suggest sellers improve their home's curb appeal before listing it for sale with them.

HIGHLIGHT NEIGHBORHOOD PERKS



BUSINESS & STORES



LOW CRIME RATE



RESTUARANTS



PROXIMITY TO NATURE



SCHOOLS



PROXIMITY TO AIRPORT



PARKS



PROXIMITY TO FREEWAY

DIGITAL MARKETING STRATEGIES

Since the internet is the leading channel that buyers found the home they purchased, we'll market your home on the following websites, social media networks, and my contact database:

LISTING COPY



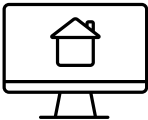
We'll make your listing shine by using enticing listing copy, professional photos, and videos of your home. Plus neighborhood perks to boost your home's perceived value.

MOBILE APPS



To maximize access to your listing will be added to third-party website apps like Zillow, Realtor.com, and Redfin.

WEBSITES



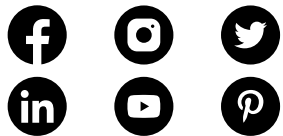
To maximize exposure for your listing, it will be added to my broker website, my website, my MLS website, and third-party websites (Zillow, Realtor.com, Redfin).

SEARCH ENGINE OPTIMIZATION



Potential homebuyers will be able to easily discover and access your listing online via search engines.

SOCIAL MEDIA



With a robust following, I will promote your listing on all my social media networks multiple times per week.

EMAIL



There are thousands of local contacts in my database that I will promote your listing to and motivate potential buyers to purchase your listing.

HOSTING *Open Houses*



BENEFITS OF OPEN HOUSES

- 1 ALLOWS BUYERS TO VIEW THE HOME IN PERSON.
- 2 LET'S THEM IMMERSE AND PICTURE THEMSELVES IN THE HOME.
- 3 MOTIVATES BUYERS TO EXPLORE THE NEIGHBORHOOD.
- 4 INQUIRE ABOUT DETAILS OF THE HOME NOT MENTIONED ONLINE.
- 5 MAKE AN OFFER ON THE HOME.
- 6 SHARE BENEFITS NOT MENTIONED ON LISTING PAGE.
- 7 LOWERS MARKETING COSTS AND TIME.
- 8 INQUIRE ABOUT DETAILS OF THE HOME NOT MENTIONED ONLINE.
- 9 RECEIVE IMMEDIATE FEEDBACK.

CLOSING COSTS EXPLAINED

Before counting your profits, you'll need to take care of the closing expenses. Odds are, you'll be responsible for paying the entire commission for both the buyer agent and me since you're the seller. You can refer to the Listing Agreement to see the details of your transaction's closing costs.

Closing costs typically range from 3-6% of the home's purchase price.

Common Closing Costs for Sellers:

- Application fee
- Attorney fee
- Closing fee
- Credit report fee
- Escrow deposit
- Transfer tax or other government fees
- HOA transfer fee
- Homeowners insurance
- Lender's title insurance
- Lead-based paint inspection
- Owner's title insurance
- Pest inspection
- Home appraisal fee
- Home inspection fee
- Property tax
- Commission
- Underwriting fees

NOTE: You should also consider the capital gains tax, home warranty for the buyer, and your moving costs.



ZOELY ZURPLE

With more than 8 years of experience in Springfield, I have become an expert in home sales. I specialize in helping Springfield homeowners get the maximum price within their ideal sales time.



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15

**YEARS IN
REAL ESTATE**

10

**AVERAGE ANNUAL
TRANSACTIONS**

\$7

**MILLION DOLLARS
IN SALES VOLUME
FOR 2021**