

Action Plan

Objective:

To sell the home for the maximum price obtainable in the shortest period of time, with the least inconvenience to you, the Seller.

Method:

- * Complete a Comparative Market Analysis
- * Establish price
- * Suggest Improvements
- * Explain Owner's role
- * List for Sale-Exclusive, MLS
- * Distribute immediately to other offices
- * Put up For Sale sign.
- * Cooperate with other brokers
- * Make personal phone calls to top sales people
- * Create and place advertisement
- * Create a fact sheet
- * Hold open houses
- * Assume responsibility for appointments and keys
- * Screen purchaser
- * Follow up each showing
- * Monitor marketplace and keep client informed weekly
- * Make alternative financing available
- * Negotiate contracts-up-date market analysis
- * Secure deposits
- * Follow through until closing

Feedback:

- * Daily (results of showing)
- * Weekly (end of week report)
- * 30 day review
- * Sample of advertising

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