

SOLD BY **D**ESIGN HOME MARKETING SYSTEM

"ValuePLUS Service from Sign Up to Sign Down"

Day/Deadline	Action	Assigned Responsibility
Day -30	SIGN UP	EOR Listing Coordinator
	Paperwork Autographed	Sellers & EOR
	Deliver Disclosure Forms for Review	EOR
Day -29	Order Inspections	EOR
	Order Title Report	EOR
	Order HOA Documents (if any)	EOR
	Order Mandated Disclosure Reports	EOR
	Order Seller's Home Warranty Plan	EOR
	Order Building Permit File	EOR
	Order School Information Package	EOR
	Order Obeo	EOR
	Order Professional Photography	EOR
	Order Single Property Website	EOR
	Order Customized For Sale Yard Sign	EOR
	Complete Information Form	Seller
	Provide Mortgage Pay-off Info	Seller
	Provide keys, garage code to EOR	Seller
	Arrange Staging Consultation	EOR
Day -21	Inspections & Reports Completed	EOR
Day -10	Repairs Completed	Sellers
	Measure Room Dimensions	EOR
	Disclosures Completed	Sellers & EOR
Day -7	"Coming Soon" Yard Sign Installed	EOR
	Staging Completed	Sellers
	Marketing Copy Approved	Sellers & EOR
Day -6	Professional Photography Complete	EOR
	Professional Virtual Tour Designed	EOR
	Professional Video shot (if agreed)	EOR
	Professionally Designed Flyer Approved	EOR
	Professionally Design Business Card	EOR
	Seller's Disclosures Completed	Seller and EOR
Day -1	Carpets professionally cleaned	Seller
	Windows Washed	Seller
	Garden Invigorated	Seller
	Home Marketing & Disclosure Book done	EOR
	Review Marketing Schedule	Seller and EOR
Day ZERO	HAVE HOME READY TO SHOW	Seller

Launch Eleven Oaks Realty's SOLD by Design Home Marketing System...

Compliments of Eleven Oaks Realty

(512) 827-8323 • info@AustinRealEstateHomesBlog.com • www.AustinRealEstateHomesBlog.com



Day ZERO Sign Riders Installed Falking House Audio Installed Fancy Flyer Box installed Open House Sign Rider Installed EOR Lock Box Installed EOR Lock Box Installed EOR Enter Lock Box Code into System EOR Listing entered into MLS (Over 8,000 agents are notified your homes is ready to be sold) Publish Home's Exclusive Website EOR E-Mail Blast REALTORS Set-up Property on ErropertySites.com Set-up property on Property Set-up property on Postlets Set-up property on Postlets Set-up property into Google.com Set-up property into PointNLS Set-up property into Zillow.com Set-up property into Zillow.com Set-up property into Walkscore.com Set-up property into Walkscore.com Set-up property into Walkscore.com Set-up property into 40PLUS websites Notify neighbors SX5xS program EOR Day 2 Host Broker Tour (where effective) EOR Follow-up with Attendees E-mail Feedback from Broker's Tour Launch Open House Promotion System Promote Open House Promotion System EOR Day 6 OPEN HOUSE -1st Sunday (if requested) EOR Follow-up with Attendees EOR Follow-up with Attendees EOR Follow-up with Attendees EOR Follow-up with Attendees EOR Follow-up with House are scheduled from 1PM - 4PM unless otherwise agreed) Balloons and Signs, where permitted EOR Follow-up with Attendees	Day/Deadline	Action	Assigned Responsibility
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Monday Accountability Report Seller and EOR	Day 7		
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Monday Market Analysis Update Seller and EOR			
Day 8 Team Meeting EOR (All)	Day 8	_	
Review all activities and results EOR (All)			` '
Day 9 Make changes or recommendations EOR	•		
Day/Deadline Action Assigned Responsibility	Day/Deadline	Action	Assigned Responsibility
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Day 14	SCHEDULED COMMUNICATION – Every Monday	
	Monday Accountability Report	Seller and EOR
	Monday Market Analysis Update	Seller and EOR
Day 15	Team Meeting	EOR (AII)
	Review all activities and results	
Day 16	Enact changes as appropriate	EOR
Day 21	SCHEDULED COMMUNICATION – Every Monday	
	Monday Accountability Report	Seller and EOR
	Monday Market Analysis Update	Seller and EOR
	Repositioning Discussion –	
	Review how the market has responded to your price.	
	Determine what it will take to get your home sold?	
Day 22	Launch Repositioning System	
Day 23	Listing revisions entered into MLS	EOR
	(Over 8,000 agents are re-notified of your home's re-posi	itioning)
	Publish revised Home's Exclusive Website	EOR
	Submit revised listing to all search engines and websites	EOR
	E-Mail Blast to REALTORS announcing repositioning	
Day 23	Schedule 2nd Broker's Tour (if appropriate)	EOR
Day 25	Host Broker Tour (where effective)	EOR
	Follow-up with Attendees	EOR
	E-mail Feedback from Broker's Tour	Seller and EOR
Day 28	SCHEDULED COMMUNICATION – Every Monday	
	Monday Accountability Report	Seller and EOR
	Monday Market Analysis Update	Seller and EOR
Day 35	Personally Preview with Seller other listings	Seller and EOR
	SCHEDULED COMMUNICATION – Every Monday	
	Monday Accountability Report	Seller and EOR
	Monday Market Analysis Update	Seller and EOR
Day 40	Top-down Analysis of Market	EOR (AII)
Day 41	Team Meeting - Review market position	
	and marketing plan	EOR (AII)
Day 42	SCHEDULED COMMUNICATION – Every Monday	
	Monday Accountability Report	Seller and EOR
	Monday Market Analysis Update	Seller and EOR
	Repositioning Assessment –	Seller and EOR
	Review how the market has responded to your price.	
	Re-evaluate goals and expectations.	
	Determine what it will take to get your home sold?	
Day/Deadline	Action	Assigned Responsibility



Day 43	Launch Repositioning System Enter changes into the MLS System Submit revised listing to all search engines and websites	EOR EOR EOR
	E-Mail Blast of revised listing to all agents	EOR
Day 49	SCHEDULED COMMUNICATION – Every Monday	
	Monday Accountability Report	Seller and EOR
	Monday Market Analysis Update	Seller and EOR
Day 50	***We are in rare territory here***	
Day 51	Search MLS and preview with seller listings	Seller and EOR
Day 60	Team Meeting – Review all listings	EOR (All)
Day 61	SCHEDULED COMMUNICATION – Every Monday	
	Monday Accountability Report	Seller and EOR
	Monday Market Analysis Update	Seller and EOR
Day 70	Update Seller via Phone	Seller and EOR
Day 71	Team Meeting – Review all listings	EOR (All)
Day 80	SCHEDULED COMMUNICATION – Every Monday	
	Monday Accountability Report	Seller and EOR
	Monday Market Analysis Update	Seller and EOR
Day 88	Communicate Market Position	Seller and EOR
Day 90	SOLD and Sign Down	EOR