



SOLD BY DESIGN 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...



Day/Deadline	Action	Assigned Responsibility
Day ZERO	Sign Riders Installed	EOB
	Talking House Audio Installed	EOB
	Fancy Flyer Box installed	EOB
	Open House Sign Rider Installed	EOB
	Lock Box Installed	EOB
	Enter Lock Box Code into System	EOB
	Listing entered into MLS	EOB
	<i>(Over 8,000 agents are notified your homes is ready to be sold)</i>	
	Publish Home's Exclusive Website	EOB
Day 1	E-Mail Blast REALTORS	
	Set-up Sellers on Automated Search Program	EOB
	Set-up property on EPropertySites.com	EOB Director of Marketing
	Set-up property into Google.com	
	Set-up property on Postlets	
	Set-up property on Craigslist (Every week)	EOB Director of Marketing
	Set-up property into PointNLS	EOB
	Set-up property into Zillow.com	EOB
	Set-up property into Trulia.com	EOB
	Set-up property into Walkscore.com	EOB
	Set-up property into 40PLUS websites	EOB
	Notify neighbors 5X5x5 program	EOB
	Distribute listing to 300+ search engines	EOB
Day 2	Host Broker Tour (where effective)	EOB
	Follow-up with Attendees	EOB
	E-mail Feedback from Broker's Tour	Seller and EOB
Day 3	Schedule Open House for 1st Sunday (optional)	EOB
	Launch Open House Promotion System	EOB
	Promote Open House (where effective)	EOB
Day 6	OPEN HOUSE – 1st Sunday (if requested)	EOB
	<i>(All open house are scheduled from 1PM – 4PM unless otherwise agreed)</i>	
	Balloons and Signs, where permitted	EOB
	Follow-up with Attendees	EOB
	E-Mail Feedback on Open House	Seller and EOB
Day 7	SCHEDULED COMMUNICATION – Every Monday	
	Monday Accountability Report	Seller and EOB
	Monday Market Analysis Update	Seller and EOB
Day 8	Team Meeting	EOB (All)
	Review all activities and results	EOB (All)
Day 9	Make changes or recommendations	EOB
Day/Deadline	Action	Assigned Responsibility



Day 14	SCHEDULED COMMUNICATION – Every Monday Monday Accountability Report	Seller and EOR
	Monday Market Analysis Update	Seller and EOR
Day 15	Team Meeting	EOR (All)
	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 – <i>Review how the market has responded to your price. Determine what it will take to get your home sold?</i>	
Day 22	Launch Repositioning System	
Day 23	Listing revisions entered into MLS	EOR
	<i>(Over 8,000 agents are re-notified of your home's re-positioning)</i>	
	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 (All)
Day 41	Team Meeting - Review market position and marketing plan	EOR (All)
Day 42	SCHEDULED COMMUNICATION – Every Monday Monday Accountability Report	Seller and EOR
	Monday Market Analysis Update	Seller and EOR
	Repositioning Assessment – <i>Review how the market has responded to your price. Re-evaluate goals and expectations. Determine what it will take to get your home sold?</i>	Seller and EOR
Day/Deadline	Action	Assigned Responsibility



Day 43	Launch Repositioning System	EOR
	Enter changes into the MLS System	EOR
	Submit revised listing to all search engines and websites	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