

# Our Marketing Plan



Whether you're buying, selling, or simply exploring the possibilities of homeownership, you'll want to work with professionals who can provide the most reliable market information and expert advice.

## Home Evaluation

We provide comprehensive market data specific to your area to help you determine the market value of your property and we share proven, cost effective tips that will help you sell your property.

## The Selling Process

We believe an informed seller is an empowered one. That is why we take the time to thoroughly explain every aspect of the selling process. From the agency relationship, locating your owner's policy of title insurance, and contacting your lender to understanding the purchase agreements, addendums and what to expect at your closing.

## List Your Property

We make it easy by completing all the listing documents and seller disclosure statements and we share our plan for marketing your property.

## Market Using Multiple Listing Service (MLS)

The MLS allows sales agents to match their prospective buyers to your property. The St. Paul Regional MLS exposes your home to more potential buyers and agents, and we utilize numerous internet providers.

## **Place Sign on Property**

The Edina Realty sign creates significant visibility for prospective buyers who are driving through the area. Edina Realty signs are the most visible signs in the market today.

## **Place Lock Box on Property**

This provides security and convenience. The Electronic Supra Box code is available via app for agents, inspectors, and appraisers.

## **Supplements**

All supplements are available on the MLS listing for review prior to showings.

## **Networking**

We have well established relationships with many REALTORS in and out of the office which allows us to broaden your property's exposure.

## **Follow Up on Showings**

We follow up with feedback after each showing as to the agents and the prospective buyer's reaction to price and condition.

## **Advertising**

We advertise across a multi-channel social media network and employ search engine marketing and optimization. Our social media networks include Facebook, Instagram, Twitter, Google, LinkedIn, and Alignable in addition to being displayed on our website.





## **Communication**

We communicate our progress regularly and share a fiduciary relationship with you based on being honest, straight forward, and direct.

## **Present and Explain All Offers**

We'll explain and discuss all your options, negotiate and counteroffer, if applicable

## **Property Inspection**

We schedule the inspection and notify sellers and buyers. Go through the inspection and explain if needed.



## **Property Appraisal**

We schedule the appraisal with you and the appraiser. Provide assistance and comparables if needed.

## **Keep Seller Updated as to Progress of File after the Sale**

We'll keep you informed of contingencies and removals, as well as lender and title updates.

## **Coordinate and Attend Closing**

We'll coordinate the closing location, date, and time. Pre-sign if necessary and should a problem develop during the closing process, we will assist in resolving the matter, answer questions and ensure the accuracy of the process and documents.