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# 150 POINT Marketing Plan

*The most Effective Marketing Plan in the Industry  
- the ONLY marketing plan for your home.*

## SUPERIOR SHOWCASING OF YOUR HOME'S BEST FEATURES DELIVERED IN MULTIPLE FORMATS

*The Babylon Real Estate Crew 150 Point Marketing Plan will showcase your home in multiple top of the industry formats, from high definition videos to virtual tours.*

- 1. Take full color professional high definition digital photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet.**
2. Conduct and record a full home virtual tour which will allow the buyer to “walk through” the home online as if they were actually there.
3. Electronically submit your home information into MLS (Multiple Listing Service).
- 4. Immediately submit up to 35 digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures**

## THE BABYLON REAL ESTATE CREW ADVANTAGE

*By choosing to work with the Babylon Real Estate Crew name, you will automatically receive all of the benefits that come by choosing to work with the best real estate crew in Texas.*

5. Maximize showing potential through professional signage. Babylon Real Estate Crew has one of the most recognized Logo in the Greater Houston Area.
- 6. Install a Babylon Real Estate Crew sign in the front yard when allowed by the HOA/POA.**
7. Create an online property feature page at [www.BRECrew.com](http://www.BRECrew.com).
8. Create an online property feature page on our Facebook page.
9. Create an online property feature sheet for Twitter.
10. Distribute flyer to all agents with Texas Premier Realty.
- 11. Send an e-mail to all licensed agents in Harris and Montgomery Counties.**

## PROFESSIONAL AND EXCLUSIVE CONNECTIONS

*The Babylon Real Estate Crew 150 Point Marketing Plan will give your home a wide array of connections further increasing its chances of selling.*

**12. Advertise your home to our VIP Buyers as well as all qualified buyers in our database.**

13. Advertise your home to my Preferred Investors list.

**14. Advertise home to all of our business contacts via LinkedIn.**

15. Advertise your home to the Babylon Real Estate Crew Business Directory.

16. Inform network referral program of listing.

17. Provide marketing data to buyers coming from referral network.

## MARKETING ACROSS REAL ESTATE'S DOMINANT HOME-FINDING WEBSITES

*Marketing your home on real estate's dominant listing websites will make it viewable to millions of buyers, highly increasing your chance of a successful sell.*

18. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home - available to hundreds of millions of websites.

19. Advertise your home on online classified ads.

20. List your home on craigslist (<http://www.craigslist.com>)

21. List your home on Back Page (<https://www.backpage.com>)

22. Create an online property feature sheet on Realtor (<http://www.realtor.com>)

23. Create an online property feature sheet on Redfin (<http://www.redfin.com>)

24. Create an online property feature sheet on Trulia (<http://www.trulia.com>)

25. Create an online property feature sheet on Zillow (<http://www.zillow.com>)

26. Create and online property feature sheet on home finder (<http://www.homefinder.com>)

27. Create an online feature sheet on Homes (<http://www.homes.com>)
28. Create an online feature sheet on Home Facts (<http://www.homefacts.com>)
29. Create an online feature sheet on Block Shopper (<http://www.blockshopper.com>)
30. Create an online feature sheet on Point 2 Homes (<https://www.point2homes.com>)
31. Create an online feature sheet on The Real Estate Book (<http://www.realestatebook.com>)
32. Create an online feature sheet on eLookyLoo (<http://www.elookyloo.com>)
33. Create an online feature sheet on Property Shark (<http://www.propertyshark.com>)
34. Create an online feature sheet on Home Snap (<http://www.homesnap.com>)
35. Create an online feature sheet on Find the Home (<http://www.findthefhome.com>)
36. Create an online feature sheet on Walk Score (<http://walkscore.com>)
37. Create an online feature sheet on Yahoo! (<http://www.yahoo.com>)

## **MULTIPLE REAL ESTATE AGENCY EXPOSURE**

*The Babylon Real Estate Crew 150 point Marketing Plan will have your home not only marketed within Texas Premier Realty but also every other Real Estate Agent and Agency, locally and nationally.*

38. Discuss marketing ideas with a “Mastermind” group of top Realtors from across the country.
39. Promote your house to top Realtors in local Real Estate Offices.
40. Send out blast E-mail to our entire MLS board when the home is first listed.
41. Send out balst E-mail to our entire MLS board when the home price is modified.
42. Send out blast E-mail to all agents that have previously showed home when price is modified.
43. E-mail out the listing sheet to Nationwide database of real estate agents.
44. E-mail the listing sheet out to groups of Realtor’s the we have previously done business with.
45. Sothebys - (<http://www.sothebysrealty.com>)
46. Century 21 - (<https://www.century21.com>)

47. Ronnie and Cathy Matthews - (<http://www.ronnieandcathy.com>)
48. Remax - (<http://www.remax.com>)
49. Keller Williams - (<http://www.kw.com>)
50. Weichert - (<http://www.weichert.com>)
51. Movoto - (<http://www.movoto.com>)
52. Zip Realty - (<http://www.ziprealty.com>)
53. Coldwell Banker - (<http://www.coldwellbanker.com>)
54. Gary Greene - (<http://www.garygreene.com>)
55. Prudential - (<http://www.prudentialproperties.com>)
56. ERA - (<http://www.era.com>)
57. Martha Turner - (<http://www.marthaturner.com>)
58. Marion Frank Team - (<http://franketeam.com>)
59. All other smaller independent brokerages.

## EFFECTIVE INNOVATIVE MARKETING APPROACHES

*The Babylon Real Estate Crew 150 Point Marketing Plan will market your house with unique techniques which all add to the chances of your home being sold.*

60. Strategically end all prices in “901” to enhance visibility and traffic.
61. Strategically price your home to enable it to show up on more MLS searches.
62. Create custom home description to give buyers the feel of walking through the home.
63. Create a compelling “teaser” flyer to stimulate calls on your home.
64. Give your home a unique QR code for all print advertising that directs to property site.
65. Advertise home on Monday Morning Coffee E-mail Campaign
66. Utilize team to call all neighbors when home is listed to see if they know of anyone that wants to purchase a home.
67. Utilize team to strategically call areas for buyers for your house.
68. Utilize Sly Broadcasting to call up to 10,000 people at once to find the perfect buyer for your home.
69. Utilize mass text message marketing to target strategic buyers for your home.
70. Create a property brochure of features and lifestyle benefits of your house for use by buyers’ agents that show your home. This will be prominently displayed in your kitchen or dining room.
71. Set up an info box below the “For Sale Sign” with feature sheets highlighting your home, available for passerby’s to take.
72. Provide Open Houses with a licensed Realtor at your request.
73. Provide a Brokers’ Open House at your request.
74. Create, order, and mail Just Listed Postcards to promote the value of your house over others on the market.
75. Create, order, and mail Just Sold Postcards to promote the value of your house over others on the market.
76. Use other marketing techniques, such as offering free reports to multiply chances of buyers calling in, discussing, prequalifying for and touring your house.

## REMARKABLE TARGETING

*The Babylon Real Estate Crew 150 Point Marketing Plan will effectively find prospective buyers for your home while targeting the market in order to determine the best price for your house.*

- 77.Utilizing big data to demographically target the property buyers for your property.
- 78.Run a reverse prospecting search to see if any current buyers have searches set up for your specific house. If so, contact their agent to inform them of the listing.
- 79.Target market to determine who the most likely buyer willing to pay the highest price will be.
- 80.Target market strategic areas that have a likelihood of purchasing your house.
- 81.Set up strategic demographic Facebook marketing campaign in order to attract nearby buyers.

## SOCIAL MEDIA EXPOSURE

*Showcasing your house on social media exposes your house to a wide array of buyers, increasing your chance of selling.*

- 82.Advertise your house on Facebook at [www.facebook.com/BabylonRealEstateCrew](http://www.facebook.com/BabylonRealEstateCrew)
- 83.Advertise your house on Twitter (<http://www.twitter.com>)
- 84.Advertise your house on Google Plus (<http://plus.google.com>)
- 85.Advertise your house on Pinterest (<http://www.pinterest.com>)
- 86.Advertise your home on Instagram (<http://www.instagram.com>)
- 87.Upload the detailed 1080p video of your house to YouTube (<http://www.youtube.com>)
- 88.Upload the detailed 1080p video of your house to Vimeo (<http://www.vimeo.com>)
- 89.Provide a Home Evaluation to make suggestions on how to make your home more appealing to buyers to maximize showing potential.
- 90.Research tax records to verify full and complete legal information is available to prospective buyers and buyers' agents on the MLS printout.

## FOCUS ON YOUR HOUSE

*The Babylon Real Estate Crew 150 Point Marketing Plan intensively focus on all aspects of your house, doing everything possible to ensure the home is in its best condition and ready to sell.*

91. Perform Interior Décor Assessment
92. Review results of Interior Décor Assessment and suggest changes to shorten market time.
93. Perform exterior “Curb Appeal Assessment” of your property and provide suggestions to improve salability.
94. Provide Home Audit to discuss constructive changes to your house to make it more appealing, show exceptionally, and help it to yield you the greatest possible price to an interested buyer.
95. Provide you with home showing guidelines to help have te home prepared for appointments (i.e. lighting, soft music, etc.)

## STRESS-FREE TRANSACTION

*The Babylon Real Estate Crew 150 Point Marketing Plan will give you peace of mind during the selling of your home. Our team will work closely with you to ensure that you are comfortable, and ready to sell your home.*

96. Install a secure Supra Lockbox to allow buyers and their agents to view your home conveniently.
97. Write remarks within the MLS system specifying how you want the property to be shown.
98. Help you prepare the Seller’s Disclosure Sheet which includes information on utilities and services the buyer will need to know when transferring after closing.
99. Prepare a financing sheet with several financing plans to educate buyers on the various methods to purchase you home.
100. Cancellation Guarantee. 100% Satisfaction GUARANTEE.
101. Prequalify all buyers whom our Team will bring to your house before showings to avoid wasting your time with unqualified showings and buyers.
102. Discuss qualification of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
103. Refer client to network of Strategic Business Partners if needed (mortgage lender, attorneys, home inspectors, appraisers, painters, etc.)
104. Obtain and Verify accurate methods of contacting you.

105. Gather information to help assess your needs.
106. Assess your timing.
107. Assess your motivation.
108. Assess your immediate concerns.
109. Ask you questions about your property and goals, so we can learn to better serve you and provide the most help throughout the entire process.
110. Discuss your purchase plans and determine whether our team can assist you in your next purchase or if we can research and find a qualified agent to assist you in your new location.
111. Provide you with relocation information if needed.
112. Determine how quickly you need to move.
113. Obtain information that will help our team to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your house make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What do you think the house is worth? How much do you owe on the property?
114. Prepare you by having you gather important home information such as: copy of the deed, current tax bill, copy of title policy and survey if available, utility bills and warranties.

## THOROUGH, EFFECTIVE RESEARCH

*The Babylon Real Estate Crew 150 Point Marketing Plan will conduct extensive research in order to increase the chances of your house being sold.*

115. Research competitive homes that are currently on the market.
116. Research competitive homes that are currently under contract.
117. Research competitive homes that have recently cancelled.
118. Research expired homes.
119. Research competitive homes that have sold in the past six months.
120. Call agents, to discuss activity on the comparable properties they have listed in the area.
121. Research the previous sales activity (if any) on your house.

## THE HIGHEST POSSIBLE VALUE, SECURITY AND CONFORT Guaranteed!

*By choosing to market your house with the Babylon Real Estate Crew 150 Point Marketing Plan you will receive the highest level of expertise and service during the selling of your house, leading to a pleasant home selling experience.*

122. Prepare a net sales proceeds sheet to project seller expenses, closing costs and proceeds.
123. Strategically price the home to enable it to maximize MLS exposure.
124. Set up a system of Strategic Price reductions to keep home on HOT sheet.
125. Set up home with a Home Warranty, if you choose, to protect your home during the listing period and for 12 months after the sale to reassure the buyer of the quality of your home.
126. Write remarks within the MLS system specifying how you want the property to be shown.
127. Prepare a financing sheet with several financing plans to educate buyers on the various methods to purchase your house.
128. Explain the use of the Sellers' Disclosure, lead Based Paint Disclosure, MUD Disclosure, and Mold Disclosure that will be completed and will be presented to the buyer of your house. This will help you avoid devastating setbacks and preserve your legal rights.

## CONSTANT UPDATES AND FEEDBACK

*The Babylon Real Estate Crew 150 Point Marketing Plan will provide you with daily updates on all of the information regarding your house, leaving you completely informed of all that is happening with your house.*

129. Daily e-mail market analysis update of any activity in your neighborhood (new homes on the market, homes that have sold etc.) to keep you informed about market conditions within your area.
130. Competition Preview of comparable homes for sale in your area, to get a good feel of the market.
131. Weekly Agent Showing Feedback of all agents that have shown your house to receive the agent's opinion of the price, condition, and marketability of your home.
132. On a weekly basis we will contact you to discuss the Feedback and discuss any necessary changes.
133. On a weekly basis we will discuss your listing.
134. Make forms available to entice other Realtors to e-mail back buyer impressions on the showings of your home.
135. Handle paperwork of price adjustment, if needed.

## CLOSING THE DEAL SUCCESSFULLY

*The Babylon Real Estate Crew 150 Point Marketing Plan will ensure that all final steps necessary to sell your home are taken and that you remain completely satisfied with the selling of your house.*

136. Receive offer (if coming from another agent) and review important details of the contract to determine the best negotiating position.
137. Educate and explain all aspects of the legal sales contract, all counter offers, lead based paint documents, verify and follow up with any attorney's, verify prequalification and verify earnest money deposit.
138. Utilize a full time transaction coordinator that will communicate with team on a weekly basis to ensure constant contact and transparency throughout the entire transaction.
139. Negotiate highest price and best terms for you and your situation.
140. On a weekly basis you will be contacted to discuss the details of the transaction.
141. Coordinate scheduling of appraisal and supply comparable sales if needed.
142. Coordinate scheduling of any additional inspections if needed.
143. Coordinate scheduling of the Home Inspection with the other REALTOR and handle contingencies if any.
144. Coordinate an review with your assistance any buyer required inspections and assist the cooperating agent with any problems that may arise relative to your home and the sale.
145. Coordinate financing, final inspections, closing and possession activities on your behalf to help ensure a smooth close.
146. Set up Final Walk Through of your house for buyers and their agents.
147. Assist in scheduling the closing date for you and all parties.
148. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.)
149. Help you relocate locally, or out of the area with highly experienced agents like ourselves across the globe—you are sure to have the highest quality agent to help you on both sides of your move to make it both worry and stress free.
150. We are Devoted full time REALTORS® - not a part time real estate agent.