

# Steve Johnson's Exclusive Marketing Plan

1. Submit your home listing for exposure to over 2,500 active Realtors in southern and northern Brevard County using the Multiple Listing Service databases,
2. Present copies of your home listing to our company's active Realtors who each day work with qualified buyers,
3. Give you proven professional advice on dressing your home and to suggest constructive changes to your home to make it more appealing so that it will sell for the highest possible price in the quickest time,
4. Conduct a tour of your home with the Realtors at Viera Realty, Inc. to get professional feedback and opinion on the asking price, and to gauge how well the home shows,
5. Create custom publicity flyers about your home for email distribution to over 2,500 active Realtors in the community,
6. Have your home flyer on display in the Viera Realty Home Discovery Center,
7. Maximize exposure through professional signage, specifically designed with proven strategies to motivate buyer calls,
8. Enhance convenience of buyer viewing, yet maintaining security for you and your family by placing your home on a Lockbox,
9. Educate you and your buyers on the numerous financing plans to make buying your home easy,
10. Send a personalized letter or postcard to all residents in your neighborhood promoting the features and lifestyle benefits of your home – studies have shown many homes sell because neighbors referred friends and acquaintances,
11. Through email, I will keep you educated and up to date on listing and selling market conditions in your area,
12. Update you on all activity regarding your home: agent showings, agent tours, sign inquiries, website activity, etc.
13. Have your home listed for sale on my personal website at [BrevardAreaHomes.com](http://BrevardAreaHomes.com),
14. Your home will be listed for sale on our company website at [Viera.com](http://Viera.com),
15. Your home will also be a Showcased Listing on [Realtor.com](http://Realtor.com),
16. We will also advertise your home on [HomesAndLand.com](http://HomesAndLand.com),
17. Your home also will be advertised on [FloridaToday.com](http://FloridaToday.com),
18. In addition your home will be on [Homes.com](http://Homes.com),
19. Follow-up on all agent showings to answer questions and motivate interested buyers to pursue your home,
20. Ensure that any offers from buyers are pre-qualified and capable of closing on the purchase – thus saving you precious time and money from unqualified buyers,
21. Coordinate escrow, financing, and closing activities on your behalf to ensure a smooth, hassle-free closing,
22. Personally attend the closing celebration of your home!