



Bo Evans Realty Marketing Plan

- Professional Signage
 - For Sale Yard Sign
 - For Sale Directionals-directing path to property
 - Info Box filled with 4 Page Colored Property Brochure(2 sided)
- Maximum Exposure
 - MLS
 - Social Media
 - Zillow
 - Realtor.com
 - Other consumer websites
- Post Cards
 - Just Listed Posts Cards will be sent to the 100 closest neighbors
 - Just Listed Post Cards will be sent to everyone in our Database which includes over 200 people in the River Region
- Counter Top Display
 - 4 Page Colored Property Brochure(2 sided)
 - Seller's Disclosure
 - Pre-Home Inspection-recommended
 - Copy of Repairs Completed
 - Copy of Utility Bills(if applicable)
 - Contract Writing Packet for agents
- Open House
 - Neighbor VIP Open House 12pm to 1pm Sunday
 - Public Open House 1pm to 3pm Sunday
- Professional Photos
 - 4K Professional Photos
 - Drone photos if needed
 - Matterport 3D Virtual Tour
 - Floor Plan Schematic
- Convenience Services
 - Access to maid cleaning
 - Access to repair vendors including plumbers, electricians, general contractors, etc.
- Appraiser Packets
 - An information packet on the property strictly for the appraiser's use to ensure we get the highest property value possible