

LYLE REALTORS' PROVEN MARKETING PLAN_____

1. Identify the most probable top dollar buyer and attract that buyer through a Target Marketing Program.
2. Develop a budget and marketing plan.
3. Design and create a full color marketing piece for immediate distribution to cooperating agents and buyers already in the marketplace.
4. Actively market the property to all probable buyers in our database.
5. Submit the property to Multiple Listing Service.
6. Schedule ads in The Desert Sun newspaper and other publications when appropriate.
7. Add the property to all buyer inventories and show lists.
8. Add the property to our internet web site for world access.
9. Hold a Broker caravan open house.
10. Present the property at marketing sessions for cooperating Brokers.
11. Direct mail to our extensive client list, targeted buyers and cooperating agents who work our market area.
12. Scott will personally call dozens of potential buyers and agents touting the benefits of the property.
13. We will place a brochure box on your property and keep it full of your flyers.
14. We will hold open houses to the public if deemed necessary by both you and us.
15. We will follow up on all showings and report any positive feedback to you.
16. We will consult with you on preparing your home for sale.
17. We will pre-qualify all prospective buyers.
18. We will handle all inquiries and leads.
19. We will keep you fully informed of our progress and results.
20. We will always promote your property with enthusiasm.
21. We will become knowledgeable about your property and convey its best features to buyers and agents.
22. We will keep you updated on the market and answer all your questions promptly and honestly.
23. We will show you exactly what each and every offer means to you, pointing out its advantages and disadvantages, and computing all applicable closing costs.
24. We will represent your best interests when negotiating all offers.
25. We will handle all necessary paperwork and follow up during escrow to ensure that the sale closes as agreed.

WE PROMISE TO DO ALL OF THE ABOVE!

The Lyle Realtors Team

*Scott Lyle – Kurt Kihlman – Bill Taylor - Debi Ward
Harold Watts – Bonnie Humphries - Larry Seeger - Gina Lyle*

