



This is our proposed marketing plan/report on a daily basis for the first 90 days. We currently enjoy a 90% Success rate (2005 Stats) for our clients using this premium service. The following is an illustration of how much professional effort and actual money required to execute this plan. The billing for time is based on a professional rate of \$100.00 per hour. We invest 16 professional hours alone in week one. Our goal is to get the marketing effort up and running in as short of time as possible. The materials and advertisements are based on actual costs and time for preparation. This does not include 30 hours of time performed by Realtors showing the home to 30-40 customers during the ninety day period. Nor does it include 10-15 hours of time to close the sale after the deposit is taken.

Date	Activity	Description / Cost
Day 1	Listing input in MLS	Listing completely filled out and submitted to two MLS services MIREalsource and RealCompII. Purpose: Ad to Realtors written in remarks section to maximize their interest in showing your home. \$150
Day 1	Showing Instructions	Set up showing instructions at front Desk and log sheet. Purpose: As a security measure to make sure all Real Estate showings are by duly licensed agents in good standing. And upon completion of the showing to be able to obtain feed back from the agent. \$25
Day 1	Lockbox	Key box for Realtor's with approval of Seller \$30.00
Day 1	Sign installed	Sign installed with riders (800 call capture phone number rider). All calls are directed directly to Land Giant Team. With their High tech tools of voice mail, cellular service all calls are promptly returned. \$85
Day 1	Home measure	Take all room measurements and inventory special features of the home. \$50.00
Day 1 - 3	Stage the home	Create checklist of all activities that the Seller can complete that would shorten the time on the market and result in a higher percentage of the listing price of the home. We may recommend you to a professional painter or handyman if the investment is justified. \$50
Day 1-3	Photo	High resolution 3 meg pixel digital photography, front, rear, interior spaces creating interest and accentuation of living areas in kitchen, fireplace, staircase. Then enhance each photo with Adobe Photo Shop. Deposit photos in archive.. \$200.00
Day 1-7	Create Ad Campaign	Work shop add campaign. We target market the potential buyer profile. The resulting nine add combinations keeps the listing fresh, \$150.00
Day 1-7	Brochure	Create a full laser color digital brochure with interior and exterior photos. After client input is merged into the brochure it will be binded. Then copies will be delivered to the clients home for prospective purchasers to keep upon touring the home. This will help them to better remember the home during their final selection phase of home purchase. This brochure is also online on the Virtual Tour jump page. \$200.
Day 2-7	Realtor.com	The home will be featured as an "Enhanced Listing" with six color photos and a banner ad linking it to a unique virtual tour developed by our staff (See Virtual Tour) Our average home receives from 80 to 300 views per month. \$150
Day 2-7	Virtual Tour	Emporio Casa's own web development staff provides a complete home virtual tour. Prospective home buyers have an opportunity to get a good idea if your home is a good fit for them before they visit. We link this to both MLS to allow Broker previews. This increases our chances of success. \$375



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<b>Week 2</b> Progress report week 1	All agents who showed your home are contacted for feedback. This Feedback will help us get a pulse on customer reaction to your home. General updating on our efforts will be given. \$100.00
Real Estate Book & weblinks	Create and submit photo and highlights of your home to the publishers of the real estate book ( color homes magazine ) 8 Million copies published nationally. Usually found in most employee relocation packages. The Real Estate Book also publishes the information in more detail on its own search engine and distributes the data to other well know search engine including NBCMSN, Homegain.com, Bob Villa, Google & Yahoo.com. \$170.00
Black and white homes	Photo and prepare to target buyer profile of your home distributed to the Quad County area. Our own Land Giant 800 number call capture (Talking House) is advertised here. \$40.00
Rock Financial joint promo	On the upcoming Sunday a Rock Financial loan officer will assist a member of the Land Giant Team during a 3 hour special promotion open house. The Loan Officer will broadcast information if time permits on "The Real Estate Insider" program on WJR 760 Sunday morning announcing the open house promotion along with the special financing. If time does not permit listeners are encourage to visit the open house schedule on the web. \$150.00 plus radio time.
<b>Week 3</b> Black and White Homes	Photo and ad prepared to target buyer profile of your home distributed to the Quad County area. \$40.00
Just Listed Photo Jumbo Post Cards	Direct mail campaign to your immediate neighborhood. Purpose: to create word of mouth advertising. Each card advertises the Virtual tour site that allows neighbors and their friends and family to pre-view your home. Many inquires are generated after each mailing. Actual cost \$200
<b>Week 4&amp;5</b> Progress report-week 3	See week 1 progress report description. \$100.00
Real Estate Extra Web	Renew subscription for photo highlight sheet on electronic homes magazine. \$70.00
<b>Week 6</b> Present new Market Update	Nearing 45 day point. Present new opinion and face to face meeting at clients home or my office for discussion phase 2 price. Review past weeks feedback on showings of your home. \$150.00



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<b>Week 7 –8</b>	
Rock Financial joint promo	See 9/25/2005 for details. \$150.00
Progress report week 7	Feedback on showings of the past week and general update.
Phase 2 Price Promotion	Post card announcement or e-mail w/phase 2 price is distributed to agents w/ similar listings \$150.00
Color homes Magazine	Color homes magazine Quad county area. \$60.00
<b>Week 9 –10</b>	
Progress report-week 9	Feedback on showings of the past week and general update. \$100.00
Classified ad Tech Center News	Target auto and high tech industry in the quad county area. \$30.00
Present new Market Update	Nearing eighty day mark. 120 days is normal market time for most neighborhoods. Present new CMA and face to face with clients home or our office for discussion of phase 3 price. \$100.00
Black and White homes	Homes magazine Quad county area. \$40.00
<b>Week 10 –11</b>	
Emporio casa. web	Renew subscription for photo highlight sheet on electronic homes magazine. \$70.00
Progress report-week 11	Feedback on showings of the past week and general update.
Phase 3 Price Promotion	Post card announcement or e-mail w/phase 3 price is distributed to agents w/ similar listings \$150.00
<b>Week 12</b>	
Present offer to client	Client Broker meeting at office. All aspects of offer are discussed including buyer qualification and pricing. Counter proposal is worked out at meeting with buyer. \$150.00



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*Dear Home Owner,*

*This 90 day marketing report is still not 100% inclusive. Many tasks that are repeated over many times like the homes magazine ad, printing of the brochures, calling agents to get feedback on showings, follow-up with the buyers generated are not necessarily printed each time on this report. Mostly the highlights were illustrated so this report would not get boring to our readers. We hope this will give you a greater appreciation for what actually goes into the sale of a home. Most clients only see the tip of the iceberg and not the effort behind the scenes. Our total investment in professional time and actual dollars generated can at times exceed the commission we charge. That is why we must sell your home in order to be profitable. Thanks again for reading this marketing plan.*

*Sincerely yours,*

*Rick Rosen, CRS  
Team Leader "Land Giant Sales Team"  
Emporio Casa Real Estate Services*

*PS. Please feel free to request additional services that you feel important to the sale of your home that may not be listed.*