



# Carib-Gulf Realty

## Our Exclusive 30-Point Marketing Plan to Sell Your Home

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### Market Analysis

1. Research ownership
2. Analyze property by comparable sales
3. Determine best market price

### Calculating Your Bottom Line

4. Calculate sales price
5. Deduct closing costs
6. Deduct contract items
7. Deduct mortgage balance
8. Determine probable net proceeds

### Preparing Your Home For Sale

9. Prepare listing and disclosure documents
10. Enter listing into MLS system
11. Erect site sign
12. Attach lock box
13. Upload listing to multiple web sites
14. Order virtual tour

### Marketing And Showing Your Home

15. Prepare marketing and advertising campaign
16. Prepare flyers, post cards, notices
17. Pre-qualify buyers
18. Schedule agents' showings
19. Show property

### Negotiation And Contract

20. Review and analyze offers
21. Present offers
22. Negotiate with other agents
23. Schedule buyer's inspections
24. Set up account with title company
25. Coordinate title company with vendors, agents and inspectors
26. Schedule walk through

### Closing And Moving

27. Ensure buyer has all elements to close
28. Schedule closings
29. Ensure keys and title are passed
30. Attend closing