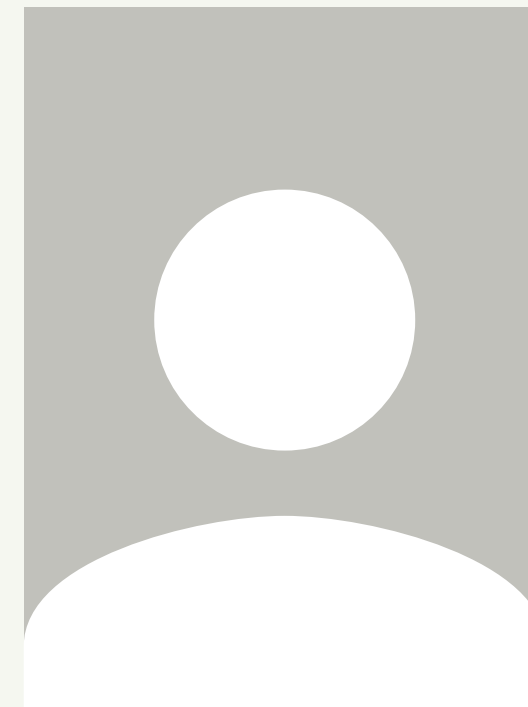




RMS Elite Properties

Complete Home Marketing Plan



Your Name **Realtor**

(123) 456-7890
example@email.com
4700 9th Ave N,
St. Petersburg, FL 33713



Presentation Flow

TOPICS TO COVER

Company History
Property Enhancement
Marketing Plan for Your Home
Your Agent
Clear and Open Communication
Negotiating and Structuring the Sale
Complete Transaction Management
The Client Appreciation Program
In-Depth Market Analysis

Company History

OUR BEGINNINGS AND GROWTH

Founded in 2008, RMS Elite Properties quickly established a reputation for quality real estate services and superior property management throughout the greater Tampa Bay region. Today RMS Elite remains headquartered in St. Petersburg, Florida, but has expanded its real estate services in both scopes as well as in geographic location.

As a result, RMS Elite offers the best of both worlds...a boutique real estate firm providing personalized service to clients as well as a regional presence capable of handling any real estate needs. With a large staff of licensed professional agents, RMS Elite is committed to providing top-notch service to meet our customers' needs seven days a week.

RMS provides an all-inclusive experience that encompasses:

- Residential Sales
- Commercial Sales/Leases
- Property Management
- Rentals
- Real Estate Investment
- Estate Planning
- Mortgage Services
- Title Company

Property Enhancement

**Putting your home on the market —
Let's maximize the value of your home with:**

A written Home Enhancement Checklist

Recommendations for minor repairs and improvements to help sell your property for the highest price possible

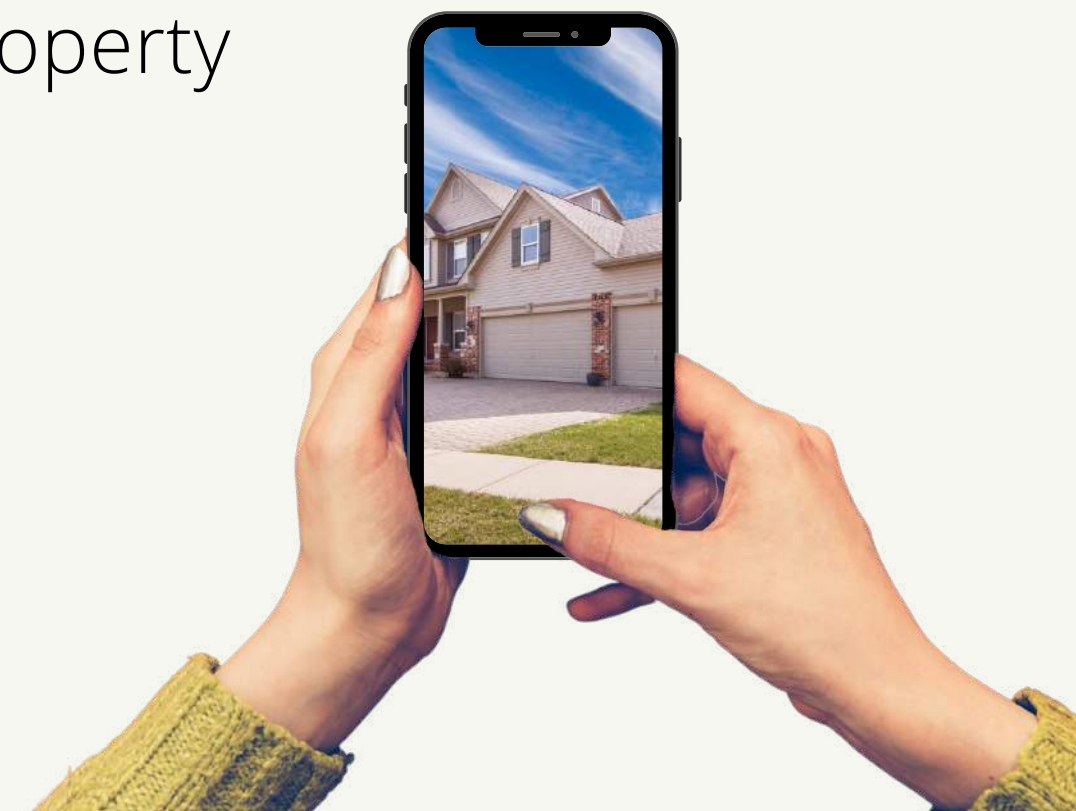
Access to a list of the most reliable and dependable home improvement workers in the marketplace





Marketing Plan for Your Home

- Competitively price your home
- Optimize condition and viewing of the home
- Prepare and submit accurate information to the Multiple Listing Service (MLS)
- Proactively promote the property to my database
- Network with the best agents in the area
- Create maximum exposure for the property
- My 20 Point Marketing Plan



Your Name

REAL ESTATE AGENT

(123) 456-7890 | EXAMPLE@EMAIL.COM

HOME TOWN

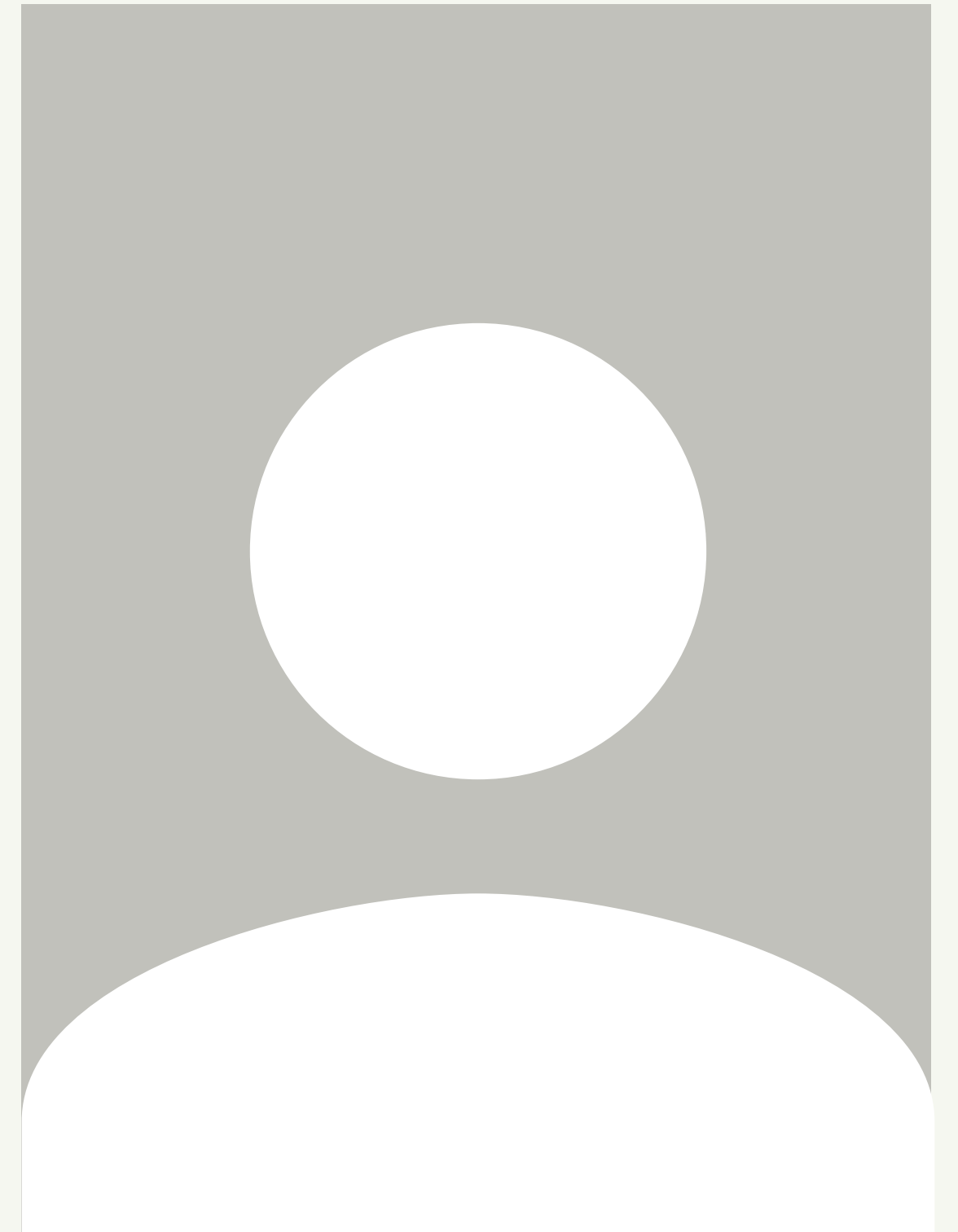
These three topics are taken directly from your Agent Website! You can choose from six different topics to share with your clients.

HOBBIES

Distinguish yourself from other realtors with interesting or important information that potential clients will remember.

EXPERIENCE

This could be your only opportunity to make an impression so think carefully about what you choose to share.





Clear and Open Communication

- You'll receive a copy of the MLS printout to review for accuracy
- I'll call you weekly to report showing activity and give buyer feedback
- We'll meet periodically to review market conditions & adjust our marketing strategy as needed to get your home sold



Negotiating and Structuring the Sale

I PROMISE TO



Carefully review and present all offers for your consideration



Qualify prospective buyers and research their lending options to increase the likelihood that they can secure financing



Negotiate the strongest terms to create a solid transaction that will close on time without any surprises

Complete Transaction Management

I WILL...

**MANAGE ALL THE DETAILS OF YOUR
REAL ESTATE TRANSACTION ON A
DAILY BASIS**

**STAY ON TOP OF ALL OTHER MATTERS
TO BE SURE YOUR REAL ESTATE
TRANSACTION CLOSES IN A TIMELY
FASHION AND WITH AS LITTLE STRESS
AS POSSIBLE**

- 
1. Financing
 2. Inspections
 3. Vendor Coordination
 4. Disclosure
 5. Title
 6. Appraisals
 7. Home Repairs
 8. Final Walk

A couple is seen from behind, embracing in a living room. They are standing in front of a large window with multiple panes. The room is dimly lit, with light coming from the window. A brown sofa is visible in the foreground.

The Client

Appreciation Program

SERVICE BEFORE, DURING & AFTER THE SALE

Even after your closing, I'll be there to assist you with all your real estate needs

You'll be receiving valuable information in the mail on a monthly basis

Consider me your source of referrals for all types of businesses, whether related to a real estate transaction or not. I've partnered with competent professionals who would be happy to serve you.

In-Depth *Market Analysis*

YOU'LL RECEIVE:

- 1** A thorough inspection and assessment of your property location, style, and condition
- 2** A written Fair Market Evaluation of your property and explanation of the optimal pricing strategy for your home
- 3** An estimate of expenses and costs to show you the net proceeds when your sale is complete!

