LISTINGTIMELINE

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
 Listing document signed by seller (including seller's disclosure) 	• Synchronize with Zillow/ Trulia / Realtor.Com / Redfin / Estately etc.	 Call agents based on reverse prospecting 	*		 Market analysis to evaluate listing price^{*4}
 Schedule pictures and/or video 	 First email blast to buyers/agents *2 			• Start of Public Op	l pen Houses
 Staging planned and initiated (if needed) 	● 1 st brokers open	 Call top agents to raise awareness for the listing 	• 2 nd email blast to brokers and buyers *2		
• Dedicated blog for the property including the most used long tail keywords ^{*1} • Geo targeted campaigns					
	 Listing goes live 				
		• Start targeted neighborhood PPC campaign. Potentially 8 weeks. *3			
WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14
• Organize a brokers event (promote price reduction <i>if</i> <i>required</i> , invite top selling agents)	• Email blast the property to the broker community		• Market analysis to evaluate listing price		• Call agents to promote the listing
		Start of Public Open Houses			
 3rd email blast to the broker/buyer community 					
	• Farm the neighborhood for buyer	s			
WEEK 17	WEEK 18	WEEK 19	WEEK 20	WEEK 21	WEEK 22
		Open House Every Weekend			
• 4th email blast to the broker /buyer community	 Market analysis to evaluate listing price 				
*1 Long tail keywords are those three and four keyword phrases which are very specific to whatever one is selling. Whenever a buyer uses a highly specific search phrase, they tend to be looking for exactly what they are actually going to buy. So typically buyers of Coral Gables Home use the phrase: "Coral Gables homes for sale" or "Best Neighborhood in Coral Gables" We ensure these keywords are covered and your home can be found when buyers search for these terms					
 *2 Emails sent to hyper local, local, national *3 PPC or Pay par click (PPC) is an online 		hours first for costoin coarch torms such as "Co	and Gables homes for sale" We will start a same	aign to become number 1 on Google coarch	os for those spacific
* ³ PPC or Pay-per-click (PPC), is an online advertising model to ensure your property shows first for certain search terms such as "Coral Gables homes for sale". We will start a campaign to become number 1 on Google searches for those specific key words. Your property will be featured on the campaign page and will be shown to buyers specifically looking for homes in the area * ⁴ Market analysis to evaluate price depending on how fast the seller wants to sell and how aggressive we want to be					
*5 Geo-targeting, otherwise known as local PPC, refers to the practice of delivering different content or advertisements to consumers based on their geographic locations. For example we will target buyers from New York, New Jersey and					
Full market report to sellers with feedback. Feedback on buyer's and agent's feedback, online views, open houses, comparable new listings or sales and potential price reductions					







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