



# *Packaging and Preparing An Impressive and Effective Marketing Plan*

By John Hamilton

As a real estate agent, the singular most effective listing tool at your disposal is your Marketing Plan! It is what sellers want to see when they are considering hiring an agent- and determining the compensation (commission) they are willing to pay. Most importantly, it answers the key question they are all asking:

- “**What exactly am I hiring you to do?**” or
- “**Why is your commission so high?**”

## **Prepare**

Although most agents have a number of home marketing techniques and strategies at their disposal, their effectiveness is often limited because they:

- only present and utilize a few techniques
- rarely itemize in writing, in one document with explanation
- are unimpressive in the eyes of the sellers (who think they can do it themselves)
- inadequately package their marketing strategy

## **Package**

To ensure that your Marketing Plan receives the desired reception by a consumer, it should be:

- **Separate!** not combined or 'mixed in' with other materials
- **Thick!** heavier and more substantial is perceived as being better
- **Packaged!** heavier stock paper, colorful, bound, in envelope, etc.
- **Customized!** communicates that it's done just for this seller

## **Getting Started**

One could write and originate their own Marketing Plan. Many find it more practical to start with another's existing plan and modify or customize it to their own style. Invest the time and effort into reviewing John's 2007 Version Marketing Plan and customize it to 'make it your own'. You'll find the following **20 Questions to Ask** checklist helpful in this process. Be creative. Think outside the box. Challenge yourself. Build a system that gets results!

## **20 Questions to Ask as you customize your own Marketing Plan.**

- \_\_\_ 1. How many items (marketing techniques) do I want to have in my plan?
- \_\_\_ 2. In reviewing John's 50 marketing techniques, which do I want to include in my plan?
- \_\_\_ 3. Which of John's 50 techniques do I want to delete because they won't work for me?
- \_\_\_ 4. Which of John's 50 techniques do I need to rename or modify for my use?
- \_\_\_ 5. Do I want to group the techniques in similar categories on separate pages or simply list them consecutively?
- \_\_\_ 6. Do I want to include a Table of Contents listing each technique?
- \_\_\_ 7. Do I want or need to customize or modify the bullet point content under each item?
- \_\_\_ 8. What, besides the sellers' name, do I want to include in each page footer?
- \_\_\_ 9. Do I want to include color, borders or graphics in my final plan? If yes, where?
- \_\_\_ 10. What design and content do I want the first page (cover page) of the Plan?  
(property photo, sellers names, property address, my card or identification info, etc.)
- \_\_\_ 11. How do I want to bind my Marketing Plan?
- \_\_\_ 12. Will I package the plan in a folder and will the property photo and sellers' name be visible by having cover 'cut outs' positioned appropriately?  
*Alternative: Bind with clear plastic cover. Photo/name visible but eliminates cut outs.*
- \_\_\_ 13. Will I deliver the plan in a "big white" envelope separate from other items in order to add focus and increase the curiosity/point of difference factor?
- \_\_\_ 14. Do I want to indicate a target date for implementing each marketing technique?  
(Can be done by adding a 'Date: \_\_\_' to each technique.)
- \_\_\_ 15. Do I want to include a calendar (30 to 60 day) upon which specific techniques are listed and scheduled for implementation or completion?
- \_\_\_ 16. What handouts/samples/visuals do I want to use when presenting each item in the plan?
- \_\_\_ 17. What key presentation points (dialogue) do I want to include during the presentation of each technique within my Marketing Plan?
- \_\_\_ 18. Will I offer a written pledge, commitment, promise or guarantee that I will perform all the items/techniques in the Marketing Plan? What am I willing to include in such pledge?  
(see example in John's Plan and additional suggestions below)
- \_\_\_ 19. Do I want to structure my Marketing Plan to allow me to move the techniques to different pages and positions within the Plan? (Place current seller's favorite techniques early?)
- \_\_\_ 20. Will you leave a copy of your Marketing Plan behind, with the sellers, if they don't agree to list their property with you at the time of presentation?

## Planning Ahead.....other items to consider

- What steps are being taken to solicit and secure written testimonials from current sellers who are impressed with your Marketing Plan? *Think of the impact of presenting current seller prospects with letters of testimony from past sellers raving about your plan and how well it worked.*
- What response will you give when a seller shares that your Plan is far more detailed and extensive compared to others they've seen?
- Did you save John's Plan as a reference file and created a separate file for your customized version?
- Do you have a quick and ready checklist to prepare a Marketing Plan for a client? *(Take digital photo, insert in Plan, customize footer, modify to this seller, print, package)*

Suggested Language for pledge, promise, guarantee:

*“I promise that during the process of marketing your property, I will employ the marketing element contained in this Marketing Plan.”*

*“Should I, in your view, fall short in any of these elements, I would ask you to contact me personally. I pledge and promise to correct these deficiencies within \_\_\_\_ hours and provide you with a full accounting of my activity.”*

*(Optional Add On #1) “Here is the home phone number of my broker (manager). If you later feel uncomfortable contacting me because of a failing on my part, feel free to call these matters to the attention of my broker (manager).”*

*(Optional Add On #2) “If my corrective actions do not meet with your approval, you may cancel the listing.”*

## Make an effective Marketing Plan

- the cornerstone,
- the compelling factor, and
- the focal point of your next listing presentation!

**Remember, sellers will judge how good you are at marketing their home by how good you are at marketing yourself.**

**“Market” your Marketing Plan!**