

## Gary's 10-Point Marketing Action Plan

1. **Price the home to sell** vs. pricing it the same as the competition.
2. Market the home to all board agents in a 40 mile radius via an **eBlast**.
3. Place the home on the First Multiple Listing Service (FMLS), Georgia Multiple Listing Service (GMLS), Realtor.com and National Multiple Listing Service Database to make realtors **all over the world** aware that your home is for sale.
4. Contact past clients with an **e-mail eFlyer, tell them about your home and ask for buyer referrals**.
5. **Notify all the prospects I am working with** who are in the market to buy a home.
6. **Put a Supra lockbox, Maximum One Realty signs, and VoicePad sign on your property** to maximize your exposure.
7. **Will cover up to \$350 for a Consulting Appraisal and up to \$375 for a Consulting Home Inspection** by listing agent's provided vendors. These reimbursements will be applied at closing as a deduction on the Broker's fee. These reimbursements are only paid at closing with buyers who purchase a home from Gary Mesnick.
8. **Put your home on the Internet for maximum exposure.** Include photos of the interior and exterior on the following websites.  
  
[www.GaryMesnick.com](http://www.GaryMesnick.com) Syndicates to over 300 websites that in turn syndicate to over 600 more websites.  
  
[www.realtor.com](http://www.realtor.com)  
  
[www.MaximumOneRealty.com](http://www.MaximumOneRealty.com)
9. Have a professional photographer create **photos and a virtual tour** of your property and place on the Internet for maximum exposure on all websites mentioned above.
10. **Make CDs available with a photographic virtual tour** for potential buyers to take with them so that they can review your home at their convenience.

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