

# The Tandon Team Listing Plan

## What to Expect Now That Your Home Is On the Market

Congratulations on signing on with one of the premiere Real Estate teams in South Carolina. We greatly appreciate the opportunity to market your property and are looking forward to working with you. It is our mission to find you the best possible price, in the shortest amount of time, with the least amount of inconvenience to you.

Communication is the key to a successful business relationship. Accordingly, the Tandon Team has been structured in such a way as to make sure you receive the best service possible. In addition, we have found that it is helpful to provide you with a detailed overview of what to expect while your home is on the market.

The following listing plan is somewhat lengthy, but it contains a great deal of pertinent information that will significantly improve your listing experience. By working together, we can both accomplish our goal of selling your home quickly. If you have concerns regarding any of the items in this letter, do not hesitate to call us as we are here to serve you.

**I have listed my home, so what happens now?** Your home will be entered into the Consolidated Multiple Listings (CML) network within 24 to 48 hours of its listing, giving immediate access to your home's information to any agent in our network. If an agent is searching daily for a listing with specific features and your home is a match, it is conceivable that your home will be shown within a few days; however, things typically start off a little slower, depending on when your home appears in the CML book. If this is a concern to you, please be certain to call us so we can determine the best course of action.

**Signs & Flyers.** Within a couple of days of listing your home, a highly visible post sign and an information box will be placed in your yard. In addition to these two items, you will receive two styles of flyers within the first week. The first will be a detailed flyer containing a couple of pictures, as well as the pertinent information regarding the specifics of your home. This flyer should be prominently displayed near the main entrance for visiting agents and buyers.

The second flyer will contain a picture of your home and a brief description. In addition to your home, the flyer will contain the pictures and descriptions of eight other listings that are similarly priced. This flyer should be placed in the information box and will also be delivered to the information boxes of the other eight listings. You will be given an extra supply of the outdoor flyer and it would be of great assistance to us if you could keep the information box stocked.

**Avoiding "NO SHOWS."** It is important to understand that agents can be delayed. Sometimes their customer is late for the appointment, or they may stay at one house longer than expected, which throws the agent's schedule off. Some people look at a house for 5 minutes, but other may take 20 minutes. Buyers can also change direction in midstream in terms of what they are looking for, so an agent may have to go to entirely different areas or subdivisions and may be unable to call us at that moment to cancel their appointment. You can minimize the inconvenience of showing your home by waiting until the agent arrives, but be prepared to leave as soon as they get there. Take a walk outside or, if the weather does not permit, go to a corner

of the house out of earshot, so that the buyer feels comfortable making comments about your home to his or her agent.

**“Merchandising” Your Home.** Just like a showroom, your home needs to appear in “perfect” condition EVERY DAY! We understand that this can be difficult, especially when you have children, but it is more detrimental to have a home remain unsold on the market for an extended period of time.

If buyers are not drawn to the image created by the front of your house, they will never give the inside a chance! Fresh paint on your front door, touch-up trim, and colorful flowers in the front yard all communicate an “I care” attitude to buyers. Now is the time to keep the front yard well-trimmed and green.

Setting the stage and mood really do affect a house’s ability to sell. Make certain that all rooms are well lit. Be sure that the bathrooms have fresh towels and the toilet seats are down. Pets and children can be very distracting to prospective buyers, so, if weather permits, please place your pet(s) outside and take the children for a walk or drive.

**Open House.** The decision to hold an open house or not is up to you. The success of an open house depends upon the market and location of your home. If it is successful, we will hold more; but if it is not, we can discuss whether or not we should try again. My well-trained agent, Sylvia, handles the open houses and will page me immediately if she gets an interested buyer and needs my assistance.

**Advertising.** Your home will be advertised, but not in the Sunday newspaper on a regular basis. If a newspaper ad would sell your home, you would not need me. A more effective method of advertising is through the Real Estate Publications with a picture of your home. We will arrange for an ad as soon as the next deadline approaches. Keep in mind that magazines have a two to four week lead time for ad copy, so copy deadlines may prevent your home from appearing for several weeks.

**How often will I personally show your home?** Many homeowners use this as a barometer to judge whether an agent is doing a good job or not. Most of our buyers come from three sources: signs, advertising, and referrals. Much of the time, people who call after seeing a sign are not looking in the same price range. When I get a call from someone who has seen the ad, your home may not be the right location, size or price. I sell more real estate than nearly all of the agents in Columbia, and I sell a very high percentage of my own listings, but it is possible that I could go through a listing period without having the right buyer for your home. Once again, if you have any concerns, please feel free to discuss them with me. Your input will not only help us to better serve you, but it will also help us to grow as a company. I may not be the agent who sells your home, but I want to be the reason it sells!

**Feedback and Follow-Up.** We contact all of the agents who have shown your property to get feedback; however, if they are working with an out of town buyer, their response will likely be delayed by a couple of days. This feedback is crucial as it helps us to better position your home in the market at its best appearance and the best price.

**Responsibility for valuables.** As a rule, realtors are not responsible for the loss of valuables, such as clothing, jewelry, cash, guns, etc., during the listing period. While the risk is minimal, I strongly recommend locking away all items of value in a safe place.

**Contract negotiation.** All contract negotiations will take place in my office at 100 Summit Parkway, where my staff and the office secretarial staff will be on hand. In addition, office equipment, such as fax and copy machines, and our Broker in Charge will be readily available.

**About the Tandon Team.** As was previously mentioned, the Tandon Team has been structured in such a way as to make sure you receive the best service possible. Each member's specific duties combines to allow us to stay on top of all the details involved with marketing your home, and then following up with the contract once we have a buyer. Please be sure to use the Team Profile and Job Description lists provided to you to determine the appropriate agent or assistant who can best serve your needs immediately.

In addition, I am only a phone call away and will be closely following the progress of your transaction through all of the individuals involved. If you ever feel the need for my input or need to discuss something with me directly, do not hesitate to call. It is important, however, that during this part of the process, we allow each member to play their individual roles to avoid any needless repetition. There are few problems they will not be able to address, but I will be available if any such problems arise.

It is my responsibility to communicate with the buyers and agents in order to get a contract for you as quickly as possible. If I am handling phone calls that could be handled by someone else, I could miss the call from the right buyer for your home. I typically return my calls within 2-3 hours unless I am showing property; however, if you do not hear back from me within a day, please try calling me again because, on rare occasion, a message may get misplaced or the voice mail may malfunction.

**Conclusion.** Thank you for taking the time to read the above information. We are grateful for the opportunity to serve you and it has certainly been our pleasure to make your home selling experience a more enjoyable one. The highest compliment you can pay us is to be completely satisfied with your experience and to share that experience with your friends, family, and associates. If you can think of anyone you know who might benefit from our services, please give us a call. In addition, if any aspect of your experience was not to your full satisfaction, please let us know because it is our goal to continually grow and continuously improve. Thanks again for your business.

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# The Active Marketing Plan

The Tandon Team 24/7/365 marketing approach (It really works!!)

1. Place listing in Multiple Listing Service.
2. Expose listing to the other Real Estate Partners agents.
3. Send “just listed” flyers to neighbors and demographic target areas.
4. Advertise to 200 top area agents – bi-weekly.
5. Place an attractive and highly visible post sign in your yard.
6. Place strategically positioned direction signs near your property to attract buyers and agents to your home.
7. Place a flyer information box underneath the post sign.
8. Develop a color flyer, detailing the inside of your home, to be placed by the front door. This flyer will also be e-mailed to other local area agents.
9. Develop another flyer containing 8 other listings in your price range. This flyer will be placed in your information box, as well as the information boxes of the other 8 listings on the flyer.
10. Include 24-hour hotline number in all ads.
11. Advertise in the *Guide of Homes* publication.
12. Advertise in *Home and Land* publication.
13. Feature your home’s information, including pictures and virtual tours, on [www.ColumbiaHomes4Sale.com](http://www.ColumbiaHomes4Sale.com).
14. Provide links to your home’s information on other real estate websites, such as [www.colahomes.com](http://www.colahomes.com), [www.homes.com](http://www.homes.com), and [www.realtor.com](http://www.realtor.com).
15. Exposure to more than 52,000 real estate offices nationwide.
16. Advertise in *The State* newspaper.
17. Hold open houses when necessary.
18. Two Buyer Specialists, 3 full-time assistants.
19. Follow-up on all showings.
20. Provide a new Comparative Market Analysis report every month.
21. Review your home with a complete list of details to stage your home.
22. Always available to show your home.
23. Concentrate on solutions – not problems.
24. Keep your best interest in mind at all times.  
...and MUCH, MUCH MORE!

**The underlying approach = Actively seeking buyers**