



# *Internet Marketing Certified<sup>®</sup>*

# *Internet Property Listing*

# *Presentation System<sup>®</sup>*

**Congratulations for enrolling as a Internet Marketing Certified<sup>®</sup> Designee!**

With well over one million real estate agents in the U.S., the need to position yourself as an expert...and differentiate yourself from your competition...is more critical than ever. Prospecting for Life, LLC has created the most powerful real estate designation that acknowledges expertise in listing and selling properties online.

**Use your designation status to position yourself ahead of your competition**

Your membership includes several powerful, unique Internet Marketing Certified<sup>®</sup> marketing systems (included in this document) that give you a distinct competitive advantage.

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## Internet Marketing Certified® Designation Licensing Agreement

As a member in good standing, you may use the Internet Marketing Certified® Designation on your business cards, stationary, website, and other marketing materials. Correct use of the designation is: **Internet Marketing Certified®**

As a member in good standing, you are entitled to use the marketing systems included with your Internet Marketing Certified® Designation. The marketing systems are included in this document.

Annual renewal is required to maintain your Internet Marketing Certified® Designation, including use of the marketing systems and materials.

You must notify Prospecting for Life, LLC at least 30 days prior to your annual renewal if you plan to forfeit your designation status. Notification must be in writing to: Prospecting for Life, LLC, 3900 East Mexico Avenue, Suite 970, Denver, CO, 80210, or via email, to: [membership@prospectingforlife.com](mailto:membership@prospectingforlife.com).

Prospecting for Life, LLC, its officers and/or employees assume no responsibility or liability in connection with the delivery of your real estate services or the use of the concepts, programs or tools that are in any of the Internet Marketing Certified® marketing systems or materials. Use of these concepts and systems are employed at your discretion.

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# *Internet Property Marketing Plan*

**Note to Internet Marketing Certified® Designee: This document is used at listing presentations. Insert the name and address of your client here:**

**Tom and Linda Williams**

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1671 South Broadway  
Highlands Ranch, CO 80126

# The Importance of Listing Your Property with a Internet Marketing Certified<sup>®</sup> Designee

Dear Tom and Linda,

Internet Marketing Certified<sup>®</sup> Designees are versed in the science of packaging, pricing, and aggressively marketing your home on the internet.

The majority of today's web-savvy buyers use the internet to find their home. While many agents settle for simply listing your property in the Multiple Listing Service, I position your home to attract these web-savvy buyers.

My three-tier Property Marketing Plan includes:

- Packaging and cosmetically enhancing your property as much as possible, with little cost, to maximize the selling price and the return on your investment.
- Aggressively marketing your property through real estate websites that enjoy the highest amount of traffic from today's web-savvy buyers.
- Expertly negotiating with buyers to maximize the equity you walk away with, in the timeframe you desire.

As a Internet Marketing Certified<sup>®</sup> Designee, I consider the packaging, pricing, and marketing of your home on the internet to be a science.

My robust, proven three-tier marketing system is what you need to get your home sold for the highest possible price, in the timeframe you want. In the next few pages, I discuss my three-tier strategy for selling your home.

I am available to answer any questions your have. Please call me at any time for advice. I look forward to helping you.

Best Regards,

SUSAN WILLIAMS

*Internet Marketing Certified<sup>®</sup> Designee*

[Your phone number]

## TIER 1: PACKAGING YOUR HOME

Step one in my three-tier approach is to accurately determine the most we can sell your home for.

Once we've accomplished this, we will look at all of the cosmetic enhancements we can make that cost very little in terms of time and money, and push the limits for asking price.

1. Pricing. After analyzing comparable home sales in your neighborhood, we will establish a competitive selling price, with a keen eye on avoiding overpricing. Homes that are overpriced stagnate on the market, which in turn gives the impression that "there's something wrong with the property". I will help you establish a competitive price.
2. Cosmetic enhancements to maximize the competitive price. Once we have our competitive price, let's push the limits. I am an expert at identifying value-added cosmetic improvements that are neither expensive nor time-consuming. This includes:
  - Dramatically improving the "curb appeal" of your home. This includes inexpensive landscaping and quick-fixes to the exterior of your home that cost very little and can be implemented quickly.
  - Beautifying the interior to entice buyers. Quick fixes include painting, cleaning the walls, carpets, windows, clutter, and removing furniture as needed so your home appears larger. Removing excess clothing from the closets also makes them appear larger. I will identify those areas for improvement.
  - Appealing to the buyer's senses. We'll create ample light in your home to make it appear as large and "open" as possible. Appealing to buyer's senses is incredibly important. We'll use fresh aromas and soft background music to lure them into the home and make them comfortable. I'm an expert at identifying those areas where we can appeal to the buyer's senses—leave this to me.
  - Avoiding excessive work that will not improve your return on investment. Many sellers think the more fix-up work they do, the higher the price they will get. Not so! I will make sure you don't waste your time or money beyond the necessary fix-ups. We will focus only on those areas that will enhance the selling price of your property.

## **TIER 2: AGGRESSIVELY MARKETING YOUR HOME ON THE INTERNET**

Technology has dramatically changed how buyers shop for homes. Not long ago, most buyers would drive around with their agent to view about half a dozen properties. With the availability of high-speed internet access in most homes, and the explosion of highly-trafficked real estate websites, most web-savvy buyers are using the internet to find their next home.

To capitalize on this trend, your property will be listed on my highly-trafficked website. I will take multiple digital pictures of your property and include them on my website to greatly enhance buyer interest. Furthermore, your property will be advertised on heavily trafficked real estate websites, including Realtor.com, the online edition of the local newspaper, Craigslist.com, and homescape.com.

Your home will also be advertised on the Multiple Listing Service. This is one of the most effective tools for marketing your home. A listing in the MLS exposes your listing to other real estate agents. However, the majority of web-savvy buyers now have access to the online version of the Multiple Listing Service...so we will expose your property to a large audience of potential buyers.

## **TIER 3: NEGOTIATIONS AND CLOSING**

Once we have smartly packaged and aggressively marketed your property, the purchase offers should start coming in. Here's where we take full advantage of my expertise in negotiating the highest possible selling price. This includes gathering intelligence on the buyer's motives, educating you on what to say—and what not to say—and how to act during negotiations and helping you develop strong counter-offers. Once you have accepted a purchase offer, I will navigate the entire closing process for you. This will ensure you avoid legal pitfalls and ensure we meet all of our deadlines.

I look forward to brilliantly packaging and aggressively marketing your home. My three-tier marketing plan will ensure we get the highest possible price for your home, in the timeframe you want. Please feel free to call me on any of the numbers listed below to help answer of your questions. I look forward to working with the both of you.

Best Regards,

SUSAN WILLIAMS

***Internet Marketing Certified® Designee***

[Your phone number]



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