

Howard Stewart's
22 Point/101 Step Action Plan
for The Nothnagle 7-Step Marketing Plan

Activity	Notes	Done?
1. Documentation of Property	Phone Interview w/Seller Pull Public Records – True Taxes, etc. Seller's Comparative Market Analysis Tour of the Property	
2. Counseling for Proper Pricing, Staging, & Marketing Strategy	What is most important to you—the Seller? Review of <i>Howard's</i> Action Plan Review of Pricing Strategies Home Warranty Program—Yes or No? Emailed Reports and Reviews of Market & Price Activity – Schedule 21 Day Review	
3. Photo Documentation of Property	Exterior Photos for MLS & for Advertising Interior & Exterior Photos for Internet Tours Interior & Exterior Photos for TV	
4. Property Accessibility	Lockbox on Property Property Keys w/Agent or at Office Showing Instructions: Alarms, Pets?	
5. For Sale Sign	Adequate # of signs Best type for location Best placement at property (as per zoning codes) Best information strips	
6. Multiple Listing Service	Complete Documentation of MLS Data GRAR MLS Entry MLS Dual Classification Entry? Buyer's Questions Supplement	
7. Nothnagle Realtors 4-Sale Line 585-292-8500 (Cross-referenced in all other media)	Custom Verbal Tour Script 4-Sale Line Sign Strip/Placard Real-time Agent access to every buyer 4-Sale Line Co-ordinator follow-up to all callers	
8. www.NOTHNAGLE.com — Mobile.Nothnagle.com for cell phones/PDA's — Nothnagle.TV for streaming video's & podcasts — Real estate shopping locally & nationally — 9,600+ unique visitors/day — 4,800+ visitors view "guided tours"/week — on-line chat room receptionist — agent access via text message, e-mail, & cell phone (Cross-referenced in all other media)	— including property descriptions & highlights — including guided tours & property photos — including Map Searches & directions — including AskNothnagle.com — including display on You Tube & Facebook — including Buyers' "My Nothnagle" Service & immediate emails to registered Buyers — heavily cross-marketed on D&C.com, on Google search engine and more — crosslinked to many other websites including 800+ other brokers' websites locally & nationally — weekly listing "traffic reports" for sellers — real time Agent access to every buyer	
9. Nothnagle's Marketing Department: (Property Offering Sheets, Brochures & Flyers)	for office displays for open houses for property showings for targeted mailings	
10. Just Listed Cards (automatic via Marketing's MailNow)	to Client/Customer Base to "Tell 50" Neighbors	
11. In-Office Marketing Brochure Display	for walk-in Customers & other Agents	
12. Property Brochure Box Promotion	Nothnagle Marketing Brochures Nothnagle.com Brochures	
13. Office Inventory	Office Intranet Inventory Office Photo Display Box	
14. Office Listing Tour	Exposure to other Agents' Buyers Timely Agent feedback	
15. "Leading Real Estate Companies of the World®" Relocation Network	Our nation's largest relocation network providing Incoming Buyers from leading Independent Brokers in over 5,000 offices & in 35 countries	
16. Nothnagle's Advertising Track (Many venues cross-marketing our tools & inventory)	Saturday D&C Gallery of Homes Super & Color Best Buy Ads (Available 24/7 on both nothnagle.com & on D&C.com) Local Pennysavers & other Print Media Ads	
17. TV's "Nothnagle Showcase of Homes"	40,000+ viewers weekly on Sundays, 10:30AM on WROC 8 (CBS) (also available 24/7 on www.Nothnagle.com)	
18. Co-operative Agent Networking	at Board Meetings in Continuing Ed./Training with day-to-day Business Contacts	
19. Public &/or Broker Open Houses	Individual &/or Area-wide Blitzes Promo in Print, MLS, Internet, 4-Sale Line, & TV Promo by Specially Mailed Invitations	
20. Seller/Agent Business Card Promotion	Photo Promotion of Property	
21. Targeted Mailings, Promotions, & E-mail	to other Agents to Company/Office-sponsored Community Events to specific Buyers to Sphere of Influence to Target Pricing Market for Broker & Public Open Houses	
22. Buyer's Comparative Market Report	Answers (3) Buyer Questions: 1) What do the Sellers want? 2) What will the Sellers take? 3) What is the property really worth?	

5/20/11