

# The Perfect Fit For Your Real Estate Success



**MIKE  
ROACH**

The Perfect Fit

Top Guns  
Realty, Inc.  
866-371-2911  
864-270-9186



[www.MikeRoachOnline.com](http://www.MikeRoachOnline.com)  
[www.LakeKeoweeExpert.com](http://www.LakeKeoweeExpert.com)

# Mike Roach

## Summary of Qualifications

Sold over 1300 property sides in the last 26 years including over 190 transactions in the last 3 years with \$60,000,000 worth of residential real estate in the last three years

- Owner/Manager Top Guns Realty, Inc., open since 1998
- Ranked in the top 20 highest producing Owner/Managers in the nation for the past 6 years. Out of 3800 offices, ended 2008 as the #3 Broker Team in the nation!
- Awards include: Beyond Excellence award and Leaders Circle award
- 1987, BS Degree, Clemson University
- The Wyatt Institute of Real Estate
- Twenty years of continuing education including: Ethics for Agents, Agency--Who do You Work For, Legal Issues Update for Risk Reductions, The Realtor Code of Ethics, Internet Investigations Resources for Agents and Consumers, Land Development--Subdividing Land for Any Use
- Top Salesman for The Cliffs at Glassy, Salesman of the Year, Top Producer for The Cliffs at Keowee Vineyards Grand Opening, Top Producing Selling Agent each of the nearly 6 years affiliated with The Cliffs
- Certified Buyer Representative Designation
- Top Gun Training, Integrity Training, Bill Ayotte's Marketing Residential Properties Seminar, Rossi Speaks, David Knox The Mentor Series, Richard Flint Time Out for Growth, Floyd Wickman, and many others all designed to help me help you

But all of that doesn't matter, what does matter is **what I can do FOR YOU.** Give me the chance to show you. My business is built on my ability to meet the needs of my customers and clients. **Put me to work for you and I promise I will save you time, money, and make your Real Estate experience FUN!**

The following are excerpts from my Marketing Proposal. These are just a summary of some of the highlights of the proposal and illustrate how far I'm willing to go to service you as my client in today's Lake Keowee Market. If you have any further questions, give me a call Toll Free at: (866) 371-2911.

**Thanks,**

*Mike Roach*

## **Marketing Plan**

• Create a list of people in my database who are already looking for your type of home and contact them *immediately*.

• Currently between 90% of all real estate searches start on the WEB. How do I take advantage of this for you?

• Place your property in *The Greenville MLS and The Upstate MLS*  
Place your home on the following Internet sites where it is then distributed to **100's** of others

- My Personal Web site [www.MikeRoachOnline.com](http://www.MikeRoachOnline.com)
- [www.LakeKeoweeRealEstateExpert.com](http://www.LakeKeoweeRealEstateExpert.com)
- [topgunsrealty.com](http://topgunsrealty.com)
- [Yahoo.com](http://Yahoo.com)
- [Realtor.com](http://Realtor.com)
- [RealEstateBook.com](http://RealEstateBook.com)
- [HomesandLand.com](http://HomesandLand.com)
- [GGAR.com](http://GGAR.com)
- [topgunsrealty.net](http://topgunsrealty.net)
- [Houselocator.com](http://Houselocator.com)
- [FoxCarolina.com](http://FoxCarolina.com)
- [Google Base](http://Google Base)
- [List Hub](http://List Hub)

I use Top Producer to manage these leads.

This system gives me the ability to respond to leads faster than any other realtor, creating the greatest likelihood of my capturing and converting that person to a sale on your property.

The system also keeps up with where all leads originate and how often they are converted. With this information, my team and I can adjust my marketing mix with great speed and accuracy in order to create the greatest number of leads on your property.

- Review marketing activity with you every 30-45 days in order to reevaluate market position in light of competition. Suggest ways to improve market position.
- Constant research and development on new tools and strategies to advertise your property most effectively. One such project is our aerial video tours which we've been creating for the past 3 years and are now venturing into virtual reality!
- Analyze your home with the other agents in our office to come up with other ideas of marketing or improving saleability.
- Follow-up on showings and collect comments.
- Contact other realtors in the area by phone and or email to tell them about your home
- Utilize company billboard advertising.
- Set you up in Client Connect in certain cases so that you can keep up with what's happening in Lake Keowee and Lake Jocassee on a consistent basis.
- Print media advertising in conjunction with their Web sites
- Place arm sign on property with brochure box filled with color brochures.
- Tagged brochures which allow customers to connect directly with your properties Web site via a smart phone or tablet.
- Making use of Top Producer software to communicate with you effectively and efficiently.
- Top Producer is Web based and I have the ability to access it anywhere using my laptop and Verizon Wireless high speed Internet connection. This gives me access to all of my information whenever I need it.

- Access to my office staff of 1 full-time assistant, 1 part-time assistants, and a marketing director working to advertise your property and make sure all loose ends are managed.
- Access to your home's personal Web site where you can log on and get a running total of all activities performed for your listing - 24/7.
- Fantastic phone system with private numbers and fax numbers as well as call forwarding with the push of a button to cell phone as well as my personal Toll Free Number: 866-371-2911.
- My team has built a database of all waterfront property owners on Lake Keowee and Lake Jocassee.
- We maintain my database on a daily basis by tracking all property transfers, creating a history of ownership as well as maintaining the viability of the database for prospecting.
- Our prospecting of the database includes but is not limited to the following:
  - \*\*\*Over the next year, my team and I will send out in excess of 14,400+/- pieces of direct mail.
  - \*\*\*In order to bolster that process, we will also advertise in and around the area with a marketing mix of Internet, print, TV, outdoor, etc. This program is being administered by my marketing director in accordance with the marketing plan produced by Hobbs Herder Advertising, a nationally renowned Real Estate-Specific Advertising Company.
  - \*\*\*Also over the next year, I will spend in excess of \$80,000 personally on advertising my brand, my team, and my listings.

**•If you are still asking, "How do all of these tools lead to a faster sale at a higher price for my home?" Consider the following:**

**•More eyes viewing your Property = More Potential Buyers = FASTER Sale at a HIGHER PRICE!**

**•20 years experience on the Lake = 20 years of customers = Knowing what it takes on Keowee and knowing the people of Keowee = Maximizing your Return on Investment!**

•**I have sold in excess of 200 property sides on Lake Keowee in the last 3 years** and have worked with the following developers: Bay Ridge, Cedar Creek, Keowee Bay, The Cliffs at Keowee and The Cliffs at Keowee Vineyards = Selling Success = **Maximizing your Return on Investment!**

•Work with the Pro who Sells to the Pros--I have sold property on Lake Keowee to Tom Glavine (New York Mets) & Jay Howell (Los Angeles Dodgers) = Large Database = More Contacts = **Maximizing your ROI!**

Detailed Marketing Proposal Follows:

**MARKETING PROPOSAL**

**PROVIDED BY:**

The Perfect Fit  
For Your Real  
Estate Success

MIKE  
ROACH  
The Perfect Fit

Top Guns  
Realty, Inc.  
866-371-2911  
864-270-0879

[www.MikeRoachOnline.com](http://www.MikeRoachOnline.com)

The advertisement features a central image of a man in a red polo shirt sitting on a boat. To his left is a large image of a lake house with a white roof and a chimney, set against a backdrop of green hills and a blue sky. To his right is a vertical strip of three smaller images: a person fishing, a person golfing, and a group of people on a boat. The background of the entire advertisement is a gradient of purple and blue, suggesting a sunset or sunrise over water.

## Top Guns Realty, Inc.

The first things to think about when marketing any home are the demographics of the most likely purchaser. The most likely person to purchase your property on the second home side, according to the latest NAR statistics, will have the following characteristics:

- They will be 55 years of age with an income around \$71,000.

- 57% want their vacation home close to job, school, or primary residence.
- 86% will not rent out their second home.
- Median distance between home and second home is 49 miles.
- 88% of vacation home buyers travel to the property by automobile.
- 83% of the time the second home purchased is a single family detached home.
- Median purchase price of a vacation home is \$190,000.
- 83% of the time vacation homebuyers use a real estate agent in their search.
- 59% of the time they will also use the Internet.
- 70%+ of vacation home buying households have no children under 18 residing in the home.
- 29% of the time this will be a personal family retreat, 27% of the time it will be the primary residence in the future, 16% of the time it will be used solely as a vacation home.
- The 4 most important attributes of a second home in order are: Close to job/school, close to primary residence, close to preferred recreational activity, and is safer than their primary residence.
- The four most important leisure activities: beach/lake/water sports, biking/hiking/horseback riding, golf, boating/hunting.
- 54% of vacation homebuyers spend less than 3 months in the property.
- 92% of vacation homebuyers see it as a good investment.
- 67% will not purchase another property within 2 years.
- 85% of second homes are within 199 miles of primary residence.
- 56% of all vacation homes are between 1000& 1500 sq. ft.
- The four most used sources of information to find a vacation home are: Real Estate Agent, Yard Sign, Open House, Internet.
- The two main places where a buyer first learn about their vacation home are: Real Estate Agent, Friend/Neighbor/Relative.
- 40% of vacation homebuyers frequently used the internet in their search.
- The median search time for a second home is 7 weeks.
- The median number of homes visited is 6.



In the case of your particular property, the purchaser may also be a permanent resident. The demographic profile of that purchaser lines up very favorable with the above information. Based on the above information, we have created the following plan.

### **Marketing Plan**

The marketing strategy of Top Guns Realty is to promote and support the fact that the home is valuable and unique.

### **Marketing Strategy**

#### **Positioning**

We must position this home as a good value by building on the reputation of Lake Keowee itself. We have seen and will continue to see interest in property on Lake Keowee. The most productive times of the year for sales should be from around mid-April to late September. We have an opportunity during those months to hit while demand is high while also expanding the possible number of buyers who can afford a property on Keowee. The first step is to make people more aware of the current situation of scarcity in your price range. Next, to make people aware that the opportunity you are providing at the price you are asking is reasonable. These things can be accomplished through a myriad of marketing programs that we will discuss further.

We are constantly surveying people that we currently have in our database as to why they own property or are interested in property on Lakes Keowee and Jocassee. We would expect and have found a love of the mountains, lakes, water sports, and the beauty that is commensurate with the area. It should be apparent from these discussions that potential owner's age (which is quite diverse) is not the driving factor to buy. The purchase decision seems to be based more on prestige and the ability to say you have and can use property on the lake. Therefore, we must project this home as an affordable high quality piece of property within close proximity to all of the amenities of Seneca.

The consumer should see the property as a remarkable value in an otherwise pricey market. Its unique advantages can be exploited to arrive at a winning position in the consumer's mind. In terms of market segmentation advantages, we will appeal to "the typical buyer 45 to 65, married, often with grown children, incomes of at least \$300,000 per year, and more importantly a net worth typically starting at \$3,000,000."

The Prime Selling Basis (the fundamental strategy of our advertising) for this home, then, is to show that we have a high quality property that is very usable and in a prime location.

## **Direct Response Mail**

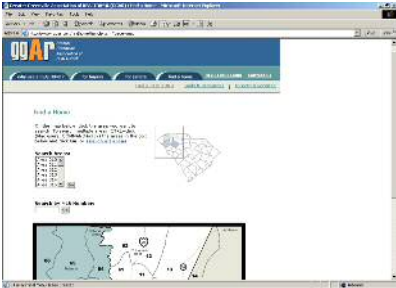
We have been sending direct mail pieces for the last 9+ years to all property owners on Lakes Keowee and Jocassee. We have sent around 400,000 pieces of mail and have been quite pleased with the response. We anticipate the response rate to increase continually as the multi-year plan plays out. We will have and will continue to approach this scientifically as we improve our customer targeting ability. We propose continuing to use our existing databases and sending to all of them different marketing materials.

## **Internet**

With MikeRoachOnline.com, LakeKeoweeRealEstateExpert.com, topgunsrealty.com, Yahoo.com, trulia.com, Realtor.com, GGAR.com, HomesandLand.com, Oodle.com, JustRealEstateListings.com, Google.com, HouseLocator.com, LivingChoices.com, LendingTree.com, Lycos.com, Homegain.com, BobVilla.com, [Home.Bellsouth.net](http://Home.Bellsouth.net), USAtoday.com, House-Real-Estate.com, My.Earthlink.net, Online.wsj.com/public/us, AOL.com, and RealEstateBook.com web pages, we will be able to piggyback one off of the other maximizing exposure and the ability to get the property information out. There are also in the neighborhood of 550 company and individual agent Web sites that have an IDX feed giving them access to the property listing as well, thereby increasing the exposure exponentially as all of those agencies and agents market themselves and their companies. We also have the ability to mass e-mail to people according to certain criteria;

thus exposing the property to all people looking for this type of property in our area. Respondents will be handled in the same manner as above, making sure that ***no one falls through the cracks.***

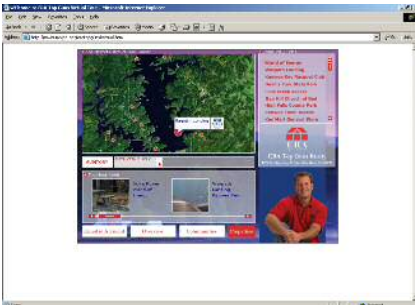




## **T.U.V.T as part of LakeKeoweeRealEstateExpert.com**

The ultimate virtual tour is one of our latest tools. This program allows the buyer to get a bird's eye view, actually a satellite's eye view, of the lakes with their various points of interest as well as available properties and their amenities.

They will easily be able to find where the property is located with respect to shopping, landings, hiking, historical sites, other types of recreational activities, etc. Potential buyers will be able to go directly into a virtual tour of each area.



## **Telemarketing**

We will use an in-house telemarketing service to perform the following functions

Provide outside sales support.

- Literature mailing
- Follow-up calls
- Customer entry

Respond to inquiries.

- Database entry
- Literature mailing

- Marketing research

Generate New Business.

- Schedule appointments
- Carefully address each issue [questions, objections, etc.] during the training process.

### **Advertising and Promotions (tools and methods to increase the customers' awareness of the product).**

- Purpose: Promote and support the fact that the property is unique and exciting.

## **Objectives**

Position this home as a good value in that area with great access to Seneca.

Generate qualified sales leads.

Coordinate sales literature, demonstration, materials, telemarketing programs, and direct response promotions in order to maximize tours and eventually a sale.

## **Media Strategy**

One of our primary media sources will be the Internet. Over 90% of all real estate searches begin on the Internet. In addition, we will select primary real estate publications with high specific market penetration and, furthermore, we will schedule adequate frequency of ads to impact the market with livability of the property.

We will take advantage of special high-interest issues of major publications when possible.

We will maximize ad life with monthly and weekly publications.

To profit the most from our promotional budget, our media coverage will be geared to focus on the demographics that we obtain from our research.

We have developed an advertising campaign built around competitive advantages, beginning with a “who we are” statement and supporting it with ads that reinforce the value message. Additionally, we have developed consistent reach and frequency throughout the year.

## **Advertising Campaign**

The best way to reach our potential customers is to develop an intense advertising campaign promoting Lake Keowee and the properties on it.

Accordingly, we have created a system of research and response to insure the maximum benefit from advertising dollars.

We have and will continue to develop an ad history: One way to measure advertising effectiveness is to count the number of responses, inquiries, and/or purchases per persons hit.

## **Preliminary Media Schedule (Monthly)**

	<i>Circulation</i>	<i>Budget</i>	<i>Ad Size</i>
MLS Greenville	2000+/-	agents	MLS Dues
MLS Anderson	1330+/-	agents	MLS Dues
Internet sites (100's) portion w/Full videos per month	Unlimited		\$3500+/-
Direct Mail	2,000 per month	+/-	\$10,000
Telemarketing	unknown	/part of infrastructure	
SOI/Past Customers and Clients	4800+		
Signage (primary on site)	Seasonal,	but greatest response rate	
On site brochure boxes (to bolster primary signage)	dependent on usage		

[Magazines, Newspaper, print ads]	100,000	\$900+/- per month
Billboards [4]	1,500,000	\$1000+/- per month
Public Relations	Unknown	Unknown
Television	930,000	\$200+/- per month
Infrastructure to handle leads created above	\$15,000	per month

Anticipated Response [ex: 1/10,000]

## Multiple Listing Services

- The property will be listed in two multiple listing services we are members of.
- We will be contacting by phone, email and by brochure the most property specific influential realtors in the marketplace.
- We would want to offer a 3% commission to these realtors.
- We believe if this core group is handled successfully they have a 60%+/- chance of producing a sell.

## Internet sites

- Currently more than 90% of all property searches begin on the Internet.
- Our presence on the Internet includes 50+ separate sites + an estimated 500 agent and company IDX feeds many with the ability to deliver videos and point people in the directions of our main sites.
- By advertising the Web site prominently in all media used, the Internet becomes an excellent companion. This is done by giving the consumer much relevant information as well as pictures and virtual tours.

## Direct Mail

- Our current mail database consists of waterfront property owners on Lakes Keowee and Jocassee, past customers and clients, local and regional people of interest, and doctors and lawyers in the general area. It took us 11 months to create the initial database and to our knowledge is the only one of its kind and specificity that exists. We constantly monitor

this database to make sure we keep up with the changes that occur on a weekly basis.

- We plan to continue the current mailing campaign to all property owners on the lakes at a pace of 2 to 3 times per month
- We plan to send PowerKards and/or letters to any cold leads that we receive as well as to past customers and clients and our current lake farming area.
- As we have a history with the current lake residents spanning back to 1991, we also have an excellent list of past customers and clients. This list added to the additional lists acquired through research and the hiring of additional lake agents with experience gives us a means of creating a greater chance of sell.
- The leads will be followed up with by phone calls within our office.

## **List Management**

We will continue to stay on top of all people who inquire about this property. They may be interested in this one or another in our inventory. This works well for you as the seller of the property in that the group of 35+/- properties that we represent will also create potential purchasers for your property. Our job is to keep up with these folks consistently until they purchase a piece of property on Lake Keowee or decide to purchase elsewhere.

## **Telemarketing**

- Will be used to follow up with leads as well as to contact past customers and clients in concert with the direct mail plan.
- Also, we will set up appointments with connectors and influencers for meetings, tours, lunches, etc.
- Telephone technique is a critical skill in making this and all projects work successfully. We are highly trained and experienced in this area.

## **Sphere of Influence/Past Customers and Clients**

- As explained above we intend to leverage our history on Lakes Keowee and Jocassee through contact with these groups of people.
- The best way to find people to buy something is to talk to people who have already purchased it.



## **Signage**

- We intend to place signs at the top and bottom of the lots with information boxes. Our signs are some of the best in the industry with proven ability to maximize exposure for your home.
- But signage does not just refer to onsite signs for this home; it also refers to all signs in the market place that may generate interest in the property. We currently have in excess of 200 signs in the market place each with the ability to create a lead that may be interested in this property, and we are well trained in the ability to convert these sign calls to tours.

## **Magazines/Newspapers**

- Magazines and newspapers, while still a viable means to create leads, have fallen dramatically in the past few years. Their best use is to back up other forms of advertising by pushing people to call or visit Web sites to get required information.
- We plan to use these tools to finish out the necessary frequency requirements to create responses.
- Currently your property will be advertised in Homes and Land and The Real Estate Book.

## **Billboards**

- As explained above signage (all signage working together) is an incredible tool in creating interest.
- We have 4+ Mike Roach specific billboards. They are spread strategically in the lake areas. This combined with other forms of advertising will again serve to increase the frequency with which the consumer hears our message.

## **Television**

- We have begun to advertise on the Fox Carolina Real Estate site reaching approximately 400,000 people.

## Client Follow up campaign

We realize that keeping in touch with you over the life of your listing period with us is essential to a positive outcome. To that end we have created and implemented the communication plan below.

### Listing Plan for MCR Listing Monitor-180

Activity	Description	Day	From	Reminder	Drop off	Assigned to
To-do	Print plats and property cards	0	After listing date	0		Team Mike
To-do	Research Mortgage information	0	After listing date	0		Mike Roach
To-do	Complete listing data and contracts	0	After listing date	0		Mike Roach
To-do	Prepare for listing presentation	0	After listing date	0		Mike Roach
To-do	Put up sign, take pictures	0	After listing date	0		Mike Roach
To-do	Preview comparable properties	0	After listing date	0		Mike Roach
To-do	Appointment time	0	After listing date	0		Mike Roach
To-do	Prepare personalized marketing program	0	After listing date	0		Mike Roach
To-do	Analyze market to give CMA comparison	0	After listing date	0		Mike Roach
To-do	Direct Mail to Farm/SOI	0	After listing date	0		Matt Roach
To-do	Enter Listing in Greenville MLS	1	After listing date	0		Team Mike
To-do	Organize listing folder	1	After listing date	0		Team Mike
To-do	Enter, resize, name photos/scan docu...	1	After listing date	0		Team Mike
To-do	Enter listing in Western North Carolina ...	1	After listing date	0		Team Mike
To-do	Enter in Real Estate Book Website	1	After listing date	0		Team Mike
To-do	Enter in Homes and Land Website	1	After listing date	0		Team Mike
To-do	Update information in lead router	1	After listing date	0		Team Mike
To-do	Enter contact/listing in Top Producer	1	After listing date	0		Team Mike
To-do	Enter listing in MikeRoachOnline.com	1	After listing date	0		Team Mike
To-do	Enter Listing in Upstate MLS	1	After listing date	0		Team Mike
To-do	Place lockbox on property if applicable	1	After listing date	0		Mike Roach
To-do	Direct mail to farm	2	After listing date	0		Matt Roach
To-do	Contact buyers in database who may h...	2	After listing date	0		Mike Roach
To-do	Create Brochures/Flyers	2	After listing date	0		Team Mike
To-do	Info to appt. center if nec.	2	After listing date	0		Team Mike
To-do	Check ERATopGunsRealty.com for listi...	3	After listing date	0		Current user
To-do	Enhance Realtor.com	3	After listing date	0		Team Mike
To-do	Fax Warranty Application if applicable	4	After listing date	0		Team Mike
To-do	Contact top agents with new listing info...	4	After listing date	0		Mike Roach
To-do	Enter Listing Numbers in SupraEKey.c...	4	After listing date	0		Team Mike
To-do	Hand note "quick update" on PowerKar...	4	After listing date	0		Mike Roach
Letter	Letter #1Hobbs Herder	5	After listing date	0		Team Mike
To-do	Take Pictures for Virtual Tour	5	After listing date	0		Team Mike
Email	The marketing of your property has be...	5	After listing date	0		Team Mike

To-do	Create Virtual Tour	5	After listing date	0	Team Mike
To-do	Enter in Lucero	6	After listing date	0	Team Mike
To-do	Update Automatic Service Report 1	6	After listing date	0	Team Mike
To-do	Enhance ERA.com	7	After listing date	0	Team Mike
To-do	View all public websites for accuracy	7	After listing date	0	Team Mike
To-do	Progress report/Discuss activities	7	After listing date	0	Mike Roach
To-do	Present for Saleability Rating	7	After listing date	0	Mike Roach
To-do	1st Automatic Email Progress Report	7	After listing date	0	Team Mike
Letter	Hobbs Herder Letter #2-MLS, Send ML...	10	After listing date	0	Team Mike

Account owner: Mike Roach

Tuesday, J

## Listing Plan for MCR Listing Monitor-180

Activity	Description	Day	From	Reminder	Drop off	Assigned to
To-do	Direct mail to farm	11	After listing date	0		Matt Roach
To-do	Follow up with prospects created	14	After listing date	0		Mike Roach
To-do	Progress report/Discuss activities	14	After listing date	0		Mike Roach
To-do	Check signs and property every other ...	14	After listing date	0		Mike Roach
To-do	Reprint and restock flyers	15	After listing date	0		Team Mike
To-do	Run ad	18	After listing date	0		Team Mike
To-do	Update Automatic Email Progress Rep...	20	After listing date	0		Team Mike
Letter	Hobbs Herder Letter #3 Just Listed Card	20	After listing date	0		Team Mike
To-do	Direct Mail to farm	21	After listing date	0		Matt Roach
To-do	Follow up with prospects created	21	After listing date	0		Mike Roach
To-do	2nd Automatic Email Progress Report	21	After listing date	0		Team Mike
To-do	Follow up with prospects created	28	After listing date	0		Mike Roach
To-do	Check Signs and property every other ...	28	After listing date	0		Mike Roach
To-do	Present new CMA/Get price reduction	30	After listing date	0		Mike Roach
To-do	Announce new price to people who hav...	31	After listing date	0		Mike Roach
To-do	Direct Mail to Farm	31	After listing date	0		Matt Roach
To-do	Hand Written Note #2 talking about it k...	31	After listing date	0		Mike Roach
To-do	Follow up with prospects created	35	After listing date	0		Mike Roach
Letter	Hobbs Herder Letter #4 Mkt at Full Spe...	35	After listing date	0		Team Mike
To-do	Restock and reprint flyers if necessary	40	After listing date	0		Team Mike
To-do	Handwritten Note spice up ad in MLS &...	40	After listing date	0		Mike Roach
To-do	Direct Mail to Farm	41	After listing date	0		Matt Roach
To-do	Update Automatic Email Progress Rep...	41	After listing date	0		Team Mike
To-do	Check signs and properties every other...	42	After listing date	0		Team Mike
To-do	Follow up with prospects created	42	After listing date	0		Mike Roach
To-do	3rd Automatic Email Progress Report	42	After listing date	0		Team Mike
To-do	Follow up with prospects created	49	After listing date	0		Mike Roach
To-do	Direct Mail to Farm	51	After listing date	0		Matt Roach
To-do	Update Automatic Email Progress Rep...	55	After listing date	0		Team Mike
To-do	Restock and Reprint flyers as necessary	55	After listing date	0		Team Mike
To-do	Check signs and property	56	After listing date	0		Mike Roach
To-do	4th Automatic Email Progress Report	56	After listing date	0		Team Mike
To-do	Follow up with prospects created	56	After listing date	0		Mike Roach

To-do	Present new CMA/Get price reduction	60	After listing date	0	Mike Roach
Letter	Hobbs Herder Letter #5 no buyer yet	60	After listing date	0	Team Mike
To-do	Contact past intersted parties to tell of ...	61	After listing date	0	Mike Roach
To-do	Direct Mail to Farm	61	After listing date	0	Matt Roach
To-do	Follow up with prospects created	63	After listing date	0	Mike Roach
To-do	Update Automatic Email Progress Rep...	69	After listing date	0	Team Mike
To-do	Check signs and property	70	After listing date	0	Mike Roach
To-do	5th Automatic Email Progress Report	70	After listing date	0	Team Mike
To-do	Follow up with prospects created	70	After listing date	0	Mike Roach
To-do	Direct Mail to Farm	71	After listing date	0	Matt Roach

Account owner: Mike Roach

## Listing Plan for MCR Listing Monitor-180

Activity	Description	Day	From	Reminder	Drop off	Assigned to
Letter	Hobbs Herder Letter #6 Keep you posted	74	After listing date	0		Team Mike
To-do	Restock and reprint flyers	75	After listing date	0		Team Mike
To-do	Follow up with prospects created	77	After listing date	0		Mike Roach
To-do	Progress report/Discuss market	77	After listing date	0		Mike Roach
To-do	Direct Mail to Farm	81	After listing date	0		Matt Roach
To-do	Follow up with prospects created	84	After listing date	0		Mike Roach
To-do	Present new CMA/Get price reduction	89	After listing date	0		Mike Roach
To-do	Price memo/Announce new price	90	After listing date	0		Team Mike
Letter	Hobbs Herder Letter #7 talked buyers l...	90	After listing date	0		Team Mike
To-do	Update Automatic Email Progress Rep...	90	After listing date	0		Team Mike
To-do	Direct mail to farm	91	After listing date	0		Matt Roach
To-do	6th Automatic Email Progress Report	91	After listing date	0		Team Mike
To-do	Follow up with prospects created	91	After listing date	0		Mike Roach
To-do	Reprint and Restock flyers	95	After listing date	0		Team Mike
To-do	Update Automatic Email Progress Rep...	97	After listing date	0		Team Mike
To-do	Follow up with prospects created	98	After listing date	0		Mike Roach
To-do	7th Automatic Email Progress Report	98	After listing date	0		Team Mike
To-do	Check Real Estate book to make sure ...	100	After listing date	0		Team Mike
To-do	Direct Mail to Farm/SOI	101	After listing date	0		Matt Roach
To-do	Update Automatic Email Progress Rep...	104	After listing date	0		Team Mike
To-do	Check signs and property	104	After listing date	0		Mike Roach
To-do	7th Automatic Email Progress Report	105	After listing date	0		Team Mike
To-do	Follow up with prospects created	105	After listing date	0		Mike Roach
Letter	Hobbs Herder Letter #8 still no offer	105	After listing date	0		Team Mike
To-do	Direct Mail to Farm/SOI	111	After listing date	0		Matt Roach
To-do	Follow up with prospects created	112	After listing date	0		Mike Roach
Letter	Hobbs Herder Letter #9 waiting can be ...	115	After listing date	0		Team Mike
To-do	Check signs and property	116	After listing date	0		Mike Roach
To-do	Present new CMA/Get price reduction	118	After listing date	0		Mike Roach
To-do	Update Automatic Email Progress Rep...	118	After listing date	0		Team Mike
To-do	8th Automatic Email Progress Report	119	After listing date	0		Team Mike
To-do	Announce new price	119	After listing date	0		Team Mike

To-do	Price memo/Announce new price	119	After listing date	0	Team Mike
To-do	Follow up with prospects created	119	After listing date	0	Mike Roach
To-do	Direct Mail to Farm/SOI	121	After listing date	0	Matt Roach
To-do	Follow up with prospects created	126	After listing date	0	Mike Roach
Letter	Hobbs Herder Letter #10 review mkt ac...	130	After listing date	0	Team Mike
To-do	Check signs and property	130	After listing date	0	Mike Roach
To-do	Direct Mail to Farm/SOI	131	After listing date	0	Matt Roach
To-do	Update Automatic Email Progress Rep...	132	After listing date	0	Team Mike
To-do	Follow up with prospects created	133	After listing date	0	Mike Roach
To-do	9th Automatic Email Progress Report	133	After listing date	0	Team Mike
Letter	Hobbs Herder Letter #11 talked to age...	140	After listing date	0	Team Mike

Account owner: Mike Roach

## Listing Plan for MCR Listing Monitor-180

Activity	Description	Day	From	Reminder	Drop off	Assigned to
To-do	Follow up with prospects created	140	After listing date	0		Mike Roach
To-do	Present new CMA/get price reduction	141	After listing date	0		Mike Roach
To-do	Direct Mail to Farm/SOI	141	After listing date	0		Matt Roach
To-do	Check signs and property	144	After listing date	0		Mike Roach
To-do	Update Automatic Email Progress Rep...	146	After listing date	0		Team Mike
To-do	10th Automatic Email Progress Report	147	After listing date	0		Team Mike
To-do	Follow up with prospects created	147	After listing date	0		Mike Roach
To-do	Check REB to make sure pictures are ...	150	After listing date	0		Team Mike
To-do	Direct Mail to Farm/SOI	151	After listing date	0		Matt Roach
To-do	Direct Mail to Farm/SOI	151	After listing date	0		Matt Roach
To-do	Follow up with prospects created	154	After listing date	0		Mike Roach
Letter	Hobbs Herder Letter #12 exposure, ex...	155	After listing date	0		Team Mike
To-do	Check signs and property	158	After listing date	0		Mike Roach
To-do	Update Final Email Automatic Progress...	160	After listing date	0		Team Mike
To-do	Follow up with prospects created	161	After listing date	0		Mike Roach
To-do	Final Automatic Email Progress Report	161	After listing date	0		Team Mike
To-do	Direct Mail to Farm SOI	161	After listing date	0		Matt Roach
To-do	Consider withdrawing property until bet...	165	After listing date	0		Mike Roach
To-do	Follow up with prospects created	168	After listing date	0		Mike Roach
To-do	Direct Mail to Farm/SOI	171	After listing date	0		Matt Roach
To-do	Follow up with prospects created	175	After listing date	0		Mike Roach
To-do	Listing expires	180	After listing date	0		Current user

## Compensation Package

We look to be able to provide this entire package. In order to do this we require:

A 3% commission for the listing side of the transaction and a 3% commission to be paid out on the selling side of the transaction.