

# Our Marketing Plan

## Pre-Listing Activities

- Research "Average Days on Market" for this property -type, price range and location
- review property tax roll information
- Prepare "Comparable Market Analysis" (CMA) to establish fair market value
- Research property's ownership and public record information for lot size & dimensions
- Research and verify legal description and land use coding and deed restrictions
- Research property's current use and zoning
- Present CMA Results To Seller, including Comparables, Solds & Expireds
- Share Active Listings Information
- Discuss Goals With Seller To Market Effectively
- Explain market power of [www.Neerpat.com](http://www.Neerpat.com), [LondonREaltyCorp.com](http://LondonREaltyCorp.com), [Point2Agent](http://Point2Agent.com) and other online marketing
- Explain the work the brokerage and agent do "behind the scenes"