



## Liquidation Division: Property Selling Department

**RED STAGE = Pre-BPO Marketing** - short sale package has been submitted and BPO not yet completed

- Pocket Listing with Agent
- Contact homeowner about scheduling showings
  - Explain FSBO marketing protocol, signage & virtual tour video to homeowner
  - Obtain "Go ahead" and availability from homeowner for showings
- Start Green Folder to hold all showing info
  - CMA
  - POSTLETS FLYER
  - Interested buyers with contact info
  - Showing log
  - Feedback
- Research Property value on MLS
  - Create CMA
    - 3 actives, 3 solds in last 3 months, 3 pendings
  - Determine Current Fair Market Value (FMV)
  - Market Property FSBO @ 15-20% off FMV
  - EX FMV = 150k = FSBO price @ 120-125k
- If vacant add lock box
  - Obtain keys from homeowner
- Take and Create Virtual tour video on FLIP
- Post Video to You Tube
  - Title and Tag appropriately
- Property posted on Ambrose Properties site ([www.ambroseproperties.com](http://www.ambroseproperties.com))
  - Contact info



- Description
- Video
- Pictures
- Create FSBO sign and Ugly white sign
- Create ART extension message
- Put FSBO sign in front yard (yellow sign)
- Put Ugly white sign next to FSBO sign
  - Asking FSBO Price on sign
  - "Must Sell, Make Offers"
  - ART extension
- Create Lease Option ART extension
- Put 6-10 Lease Option signs throughout neighborhood and main streets
  - Add basic info to Lease option sign (example below)
    - "3 bed/2bath" rent to own, no bank qualifying
    - with different ART # than FSBO #
    - Connie pulls all leads from lease option extension
    - Connie calls & pre-qualify leads
    - Connie calls RJ with qualified buyers
    - RJ sets up and executes showings with qualified buyers
- Create POSTLET HTML flyer
  - [www.postlets.com](http://www.postlets.com)
  - Blast out to syndicated sites on POSTLETS
  - Create & Post Craigslist ad from POSTLETS code
    - Add virtual video tour to Craigslist ad
- Take POSTLETS Flyers to REIA groups & other networking groups
- Put POSTLETS flyers in the subject property on the countertops
- Email POSTLETS Flyer to buyer's list from AWEBER
  - Import/ export buyer's list as needed (weekly depending on growth)



- Gather all Info from potential buyers from showings
  - Name, address, Phone, email, desired property criteria (see Realeflow buyer's tab – Fill in RF buyer's tab and save)
    - Add all contact info from showings to buyers list
- FOLLOW UP WITH ALL SHOWINGS FOR FEEDBACK
  - Put feedback into RF acct under property name
  - Put feedback into green folder with showing log
- Write contract with interested buyer

### **YELLOW STAGE = Post-BPO/ Pre-Approval**

- Coordinate house clean out w/ ZAK
- Adjust asking price depending on BPO
  - If asking price adjusted then change the following:
    - Postlets ad
    - Craigslist ad
    - Virtual Tour
    - Flyers in house
    - Sign in front yard and throughout neighborhood
    - ART extensions
- Email POSTLETS Flyer to buyer's list w/ adjusted price from AWEBER
  - Import/ export buyer's list as needed (weekly depending on growth)

### **GREEN STAGE = Post BPO, Clean out, Construction, Staged**

- Derek executes Current Expectation Review (Plan A,B,C,D) conversation with homeowner
- Live / Active MLS listing with Realtor = Holly w/ REMAX



- Agent responsibilities below:
  - Agent inputs active MLS listing
  - Listing language = “Professionally Staged for Maximum Showability, Professionally Updated” “Creative seller financing available” “Short Sale has been verbally approved, 30 day conventional close expected” “Short sale has been approved”
  - Realty sign or Company sign in front yard – \*agent responsible\*
  - Hold Open House as needed 1-2 weeks after fix up / construction complete – \*agent responsible\*
  - If Listed with an agent all marketing must be in agents name and traffic driven to agents office number
- MLS marketing plan
  - As many pictures on MLS as possible
  - If agent has active listing then direct all contact info to agent & change the following:
    - Postlets ad
    - Craigslist ad
    - Virtual Tour
    - Flyers in house
    - Sign in front yard and throughout neighborhood
    - ART extensions
- Email Buyer’s List the postlets flyer driving traffic to agent