**ACTIVATION PLAN**

The following checklist is a guide to get your property successfully sold. Each week you’ll be kept fully informed of the progress which will include a written report. This plan is your blueprint on what will happen next should you appoint us to represent you.

1. Signing the agreement will trigger the commencement of our service
2. We will provide you with a checklist to prepare your home for sale
3. We will prepare a list of all the benefits of your home
4. A photographer will be booked to take photos at the best time of the day
5. A videographer will be booked to get a high quality video of your home
6. We will prepare all documentation and required legal paperwork
7. We will get keys cut that will be securely registered and coded
8. A copywriter will prepare advertising for the home
9. We will secure PR in the major media outlets and send out a media release
10. We will send bulk messages to our database that we have an exciting new property coming shortly
11. A signboard will be erected at the front of the property
12. We will promote the property heavily on social media in a targeted approach where buyers come from
13. A team visit will be booked to inspect your property
14. We will cross match appropriate buyers to inspect your home
15. We will letterbox drop to local residents to try and find an emotional local buyer
16. We will upload the property to 6 websites including [www.realestate.com.au](http://www.realestate.com.au) and [www.domain.com.au](http://www.domain.com.au) and our own website
17. We will be providing you with written feedback of any offers
18. Once we have an offer, we will negotiate it to the last dollar upwards before we present it to you
19. Once we have a sale achieved, we will execute all paperwork
20. We will deposit the sale funds into your nominated bank account

The above checklist can be used as a guide to help you move things forward. We guarantee we will do everything we can do to get you the highest price for your home.

<<Agent contact details>>