**The Plan**

**Week 1 (Preparation and action period)**

1. Present the appraisal
2. Sign the listing form, copy emailed to you
3. Book our professional photographer
4. Book the sign and your sign board is installed
5. Send description to our copywriter for advert
6. Obtain all the appropriate paperwork, ie insurance details, eqc
7. Your contract sent to solicitor if requested
8. Your advertising campaign is booked
9. Your advertising sent to you to check the draft and approve
10. Property brochures are printed
11. Just listed letters printed and sent/delivered
12. Property uploaded to real estate sites
13. Agent database is contacted by email or phone
14. Email alerts are received by potential buyers
15. Inspections commence private viewings and open homes set

**Week 2 (High rate inspection period)**

* Inspections, open homes completed
* Brief feedback after open home via text or phone call with full follow up that night or the next day
* Weekly vendor report completed first three weeks, then
* Meeting with your agent to discuss feedback
* Action taken regarding market feedback
* Further inspections taking place

*Note: A good indication that your property is being received well by the market is you may be receiving second inspections during this period by potentially interested parties.*

**Week 3 (High rate inspection period)**

* Inspections and open homes continue
* Vendor Report prepared beginning of the week after open homes
* Action taken regarding market feedback
* Further inspections taking place

*Note: This week is usually where all the action is taking place if you have one or more interested parties on your property. There may be 2nd or 3rd inspections taking place, offers submitted, reports carried out or contracts being requested.*

**Week 4**

* Follow up from previous week carried out
* Report correlated
* Weekly meeting with your agent to discuss feedback
* Action taken re market feedback
* Further inspections taking place