

My Personal Marketing Plan

Debbie Tencza

Long & Foster, Realtors®

- * Prepare a CMA to establish fair market value. *Pricing is one of the most important factors in getting top dollar for your home.*
- * Assist with *home enhancement and staging tips* to give your home the competitive edge over the competition. As an Accredited Staging Professional™ I have successfully completed a detailed ASP™ course, studied and learned proven & powerful techniques, and passed a thorough exam on preparing homes for sale. The process of home staging visually prepares a home to sell, emphasizes a home's positive features utilizing what you already have, maximizes financial return by selling for top dollar, minimizes time on the market and optimizes home's appeal, setting it apart from comparable homes. We're staging to sell not decorating to live, and my experience helps properties reach their full aesthetic potential.
- * Prepare a listing agreement and all the associated paperwork for your property.
- * Place a Long and Foster "For Sale" sign on your property. *Long and Foster, Realtor signs are the most recognizable in the Washington Metro Area.*
- * Enter your home in "MRIS", the Metropolitan Regional Information System. This is the regional MLS system. Through MRIS information about your home is shared with all cooperating brokerage companies and with over 150 internet sites that promote property sales.
- * Internet advertising including virtual tours & "online brochures" on DebbieTencza.com, Realtor.com, Homesdatabase.com and Long & Foster's popular home page. These sites also populate an abundant variety of other web sites including the Wall Street Journal. Hundreds of internet sites utilize agreements with listing service databases in order to upload details of your listing into their presentation formats, creating even more of a presence throughout the technological buyers community around the world.
- * My professional marketing assistant takes photos of the inside & outside of your home. With an artful eye & editing talent, they produce inviting views that get buyers to want to see the home as well as fill the brochures with memory-refreshers that confirm their attraction.
- * Prepare a *customized brochure with color photo collage and pertinent information about your home.* This vital selling tool presents visitors with spotlight features and highlighted improvements, floorplans edited to realistic renderings, plat, neighborhood & community information, and the necessary forms that will be needed to easily write a contract on your home.
- * If appropriate, create a custom internet tour, using FloorPlan Online service, that presents an interactive presentation of the home photos along with the floorplan for a more visual display of the home. This tour becomes the primary photo tour on internet advertising and a free-standing version can be forwarded to interested buyers.
- * Place a secure electronic lockbox for easy accessibility of all MRIS member agents.
- * An effort is made after each showing to follow up and *obtain "feedback"* from cooperative showing agents. Please notify me by email or voice mail of all showings. The new Sentrilock lockboxes utilize a secure and reportable access that will supply me with detailed reports of entries to the home.
- * Contact you on a regular basis, no less than weekly, with market updates and progress reports.
- * *Present to you and discuss all offers on your property.* Contracts do contain many intricacies that may require special attention.
- * Prepare a "Seller Net Sheet" that will detail estimates at time of listing and at time of contract.
- * ***Help negotiate the contract to the best terms possible for you.***
- * Coordinate after contract ratification with selling agent, settlement company, lenders, appraisers, home inspections, radon, lead testing, termite inspections and final walk-through!
- * Attend closing with you!

Dedicated to providing you friendly professional service that exceeds your expectations!



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