



Habitat
Resource
Properties

Listing Plan Of Action

Professional

Competent

Enthusiastic

Tenacious

The Wu Team



Zhen Wu Karen Wu

**Habitat Resource
Properties**

5555 SW Boundary St
Portland, OR 97221

O. 503-206-4036
F. 503-863-3802

info@HabitatResourceProperties.com

Mission Statement

To provide all of our clients with Professional, Competent Real Estate Representation in this ever-changing and challenging Real Estate market. To bring Enthusiasm and Tenacity to every Transaction, Every Client, Every time.

Our Ethics and Dedicated Customer Care guide our actions as we develop customized solutions that make a financial difference in the lives of our Clients.

We are DIFFERENT by Design!

Our Objectives

1. To generate as many qualified buyers as possible into your home until it is sold.
2. To keep you informed weekly of the results of our activities.
3. To represent you in negotiating the highest dollar value and vigorously protect your equity.





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Getting Your Home Sold. "The Pro-Active Approach"

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1. Submit your home to our local Multiple Listing Service. Once on this site, all of the Realtors will have direct access to be able to show your home to potential buyers.
2. Provide a Still or Video (Broker's choice) Virtual Tour of your home on the MLS listing to provide even more views of your home to agents and prospective buyers.
3. World Wide Internet Advertising of your house through **Vflyer**. With this site, we can expose your property through all of the major websites where buyers are looking for homes today. **Trulia, Oodle, Google, Vast, Yahoo! Real Estate, Zillow, Geebo, OLX, Hotpads, Dothomes, Backpage, Lycos, Cyberhomes (AOL), Front Door and Craigslist**, just to name a few.
4. Prepare and place in your home a "Home Book" to show all prospective buyers specific information about your home, and the features of your neighborhood. This will give detailed information about schools, businesses, transit and other home statistics that buyers want to know making an even better impression during their tour.
5. Price your home competitively ... to open the market vs. narrowing the market.
6. Develop a specific marketing plan for your home to include all of the great features and benefits to the buyer.
7. Suggest and advise you on any changes you may want to make in your property to make it more saleable.
8. Bi-Weekly updates on the Market Statistics for the Greater Portland Metro Area via e-mail.
9. Weekly update calls or e-mails to inform you of the progress of selling your home.
10. Prospect 2-3 hours per day and talk to 25-35 people per day looking for potential buyers.
11. Contact over the next seven days ... my buyer leads, center of influence and past clients for their referrals and prospective buyers.
12. Add additional exposure through a professional sign and a RMLS lockbox.
13. Whenever possible pre-qualify all prospective buyers.
14. Keep you aware of the various methods of financing that a buyer might want to use.
15. When possible, have the cooperating Brokers in the area tour the home during a Tuesday broker tour.
16. Follow-up on the salespeople who have shown your home ... for their feedback and response.
17. Represent you on all offer presentations ... to ensure that we are negotiating the best possible price and terms.
18. Handle all the follow-up upon a contract being accepted ... all mortgage, title and other closing procedures.
19. Deliver your check at closing.





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Our Commitment to You!

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Listing Appointment Date: _____

Property Address: _____

Owner Name: _____

Owner Name: _____

Listing Price: _____

CMA Price Recommendation: _____

Listing Contract Date: _____

Listing Ending Date: _____

Date

_____ Daily _____

_____ Weekly _____

_____ Monthly _____

_____ Bi Weekly _____

_____ As Occurs _____

_____ As Occurs _____

_____ As Occurs _____

_____ As Occurs _____

Activities

Listing Appointment / Contract Signed

Photo's / Listing Details / Lock Box

V.I.P. / Feature List / HRP / V-Flyer / Craig's List

Sign Placed in Yard

On The Market

1-800 Sign Recorded / Set Up

Broker Tour

Circle Prospecting

Prospecting Activity (Mon—Fri)

Open House (Seller Preference)

Client Communication

Market Statistic Update

Comparable Market Analysis

Buyer Calls / 800 Sign Calls

Offer Presentation / Negotiation

Repair Negotiation

Closing Activities





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We Use These World Wide Websites to Market Your Home

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