

Three-Touch System

*Serving Sellers
with Longer Days on Market*



Proactive instead of
reactive



Informed instead of
anxious



And most importantly,
positions you as the expert your seller hired



Three-Touch System



Friday

Video Message

A brief **weekly summary**

A quick **weekend forecast**

A reminder about the Monday Market
Update





SELLER UPDATE REPORT

850 STILL CREEK LANE

AUGUST 6TH, 2024

LISTING STATS

Days on
Market

30

Showings Last
7 Days

4

Virtual Tour
Views

116

MARKET SNAPSHOT

New comparable listings: 0

Listings in most price points are seeing longer marketing periods, less competition, and a return to the inclusion of contingencies like home and radon inspections. This week saw renewed buyer energy in the market with the newly lower average mortgage interest rate. Buyer activity was strong over the weekend and showing activity picking up across all segments of the market.

Pending Average
Days on Market: 11

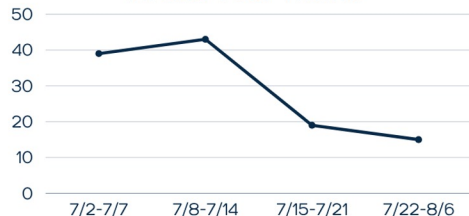
Sold Average Days
on Market: 13

OUR MARKETING

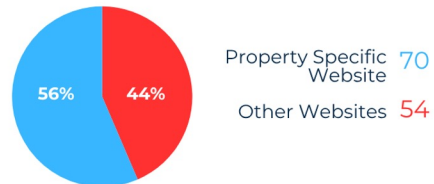
- Held multiple open houses, including a mega open house with a Ben & Jerry's ice cream truck
- Sent blast email to Kentlands and Lakelands networks
- Announced to agent network
- Advertised on internet & personal websites (meredithfogle.com, thelistrealty.com, realtor.com, Zillow)
- Distributed door hangers to surrounding homes
- Created social media content & property specific website
- Displayed in office window
- Ran facebook ad
- Sent out property specific postcards

ONLINE TRAFFIC & TOUR VIEWS

Virtual Tour Traffic



Online Views



C. 301-602-3904 301.926.0999 | MEREDITH@THELISTREALTY.COM

MEREDITHFOGLE.COM | THE LIST REALTY



Monday *Seller Update Report*

What happened last week?
How are we faring compared to the
greater local market and our
immediate competition?
What do we do next?

Tuesday

Strategy Call

Listen to how they are feeling.

Proactively
recommend strategy
adjustments:

1. Stage it
2. Improve it
3. Seller “rate buy down”
4. Reverse offer (seller to buyer)
5. Auction
6. We can rent the property
7. Take a break from the market

Offer pricing or marketing adjustments
before they ask.



The key to success is consistent execution of the right things at the right time.

-Keith Cunningham

**This system keeps you:
CONSISTENT - PROACTIVE - IN YOUR ZONE OF GENIUS**

Using AI to Scale This System



HeyGen

- Video Avatar



Eleven Labs

- Voice Avatar



ChatGPT

- Custom GPT for Monday update emails



Revii AI

- Tuesday call talking points

AI Seller Update Report – coming soon!