

Slice	Day	Primary Activity	Details
(Pre-List)	1	Home Assessment and Report	Agent will review home for needed alterations prior to listing. This will include a pre-listing report and checklist.
	2	Professional Photos	Agent will take multiple photos of home, yard and area with both wide-angle and high-resolution digital cameras.
	3	Photo Re-touching and Prep	Photos will be professionally re-touched using a photo editing program. Each picture will be adjusted to correct levels, balance and remove defects.
Slice 1	1	Listing Go-live	Home will be listed for sale in the Multiple Listing Service of Northern Illinois and will include multiple photos, detailed information and a professionally-crafted description.
	1	Virtual Tour	A high-resolution Virtual Tour will be created using the RealBiz360 Professional Virtual Tour Software and linked to your MLS listing.
	2	Level 1 Listing Syndication	Your home listing will be syndicated to our Level 1 partners and vendors (see attached list)
	3	Indoor Flyer Creation	A detailed full-color interior flyer will be created and printed for display inside your home.
	3	Outdoor Flyer Creation	A streamlined full-color flyer will be created and printed for display in your brochure box.
	3	Sign Installation	Our Gold Post and sign placard will be professionally installed on your property (when allowed).
	3	Sign Riders and Brochure Box	After Installation of the Gold Post and sign placard, I will install my personal sign rider as well as filled brochure box.
	7	Targeted Mail Campaign #1	Custom listing flyers will be created and mailed to a targeted audience including area homes, friends, family and potential buyers.
	9	C21 Listing Enhancement	Your home listing will be additionally enhanced on our Century 21 Corporate and Brokerage sites.
	11	Realtor.com Enhancement	Your home will be additionally enhanced on Realtor.com with additional photos Virtual Tour and "Featured Listing" status.
	14	Level 2 Listing Syndication	Your home listing will be syndicated to our Level 2 partners and vendors (see attached list)
14	Week 1-2 Review	Follow-up email or call will be made to discuss Week 1-2 activities and allow you to review listing status.	

16-23	Website Creation	Creation of a custom Wordpress-driven website to highlight your home and increase your online presence.
18	Social Media Blast #1	Custom Craigslist advertising campaign with syndication to other social and community sale sites.
20	Blockshopper Enhancement	Your home listing will be advertised on Chicago Blockshopper, a premium real estate portal partnered with Sun Times Media
22	Social Media Blast #2	Detailed blog post on my highly-ranked Illinois Real Estate News Blog. This post will then be linked through Facebook and Twitter for additional syndication.
24-28	Social Bookmarking Program #1	All online advertisements created thus far will be further featured on social bookmarking sites such as Digg, StumbleUpon, Delicious, Google Bookmarks and more.



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Advertising Vendors & Portals

Level 1

www.mredllc.com - MLSNI

Illinois Real Estate - www.illinoislandandhomes.com

www.realtor.com

Century 21 Pro-Team - www.c21proteam.com

Century 21 - www.century21.com

Zillow - www.zillow.com

Trulia - www.trulia.com

www.homes.com

HGTV Frontdoor - www.frontdoor.com

Move.com

HomeFinder.com

HomeSeekers.com

Hotpads.com

RealEstate.com

The Chicago Tribune

Sun Media Group

LoopNet

Level 2

Craigslist - chicago.craigslist.org

Oodle - www.oodle.com

GoogleBase

Yahoo! Classifieds

HomeGain

www.VLShomes.com

Cyberhomes

Vast

Fizber

The Real Estate Book

Walmart Classifieds

Lycos

Excite

ListingMania.com

CBS Real Estate

Enormo

Local.com

Villagelist.com

ConoQuickFind

LandQuickFind

AmericanTowns

Classifieds.org

The New York Times Real Estae

CityFeet.com

Optimum Homes

The Seattle Times

OpenHouse.com

Localism.com