



**GREATER MIDWEST REALTY
SELLER MARKETING & PRICE
ADJUSTMENT SCHEDULE**

MARKETING STRATEGY

In an effort to sell this listing in the shortest amount of time possible, I propose the following dates as a time to review the marketing plan and make appropriate adjustments to more accurately reflect the trends of this real estate market.

Statistics indicate that the majority of the showings this property will receive will happen within the first 3 weeks. Therefore, it is important not to over price a new listing and miss out on all the potential buyers who have been in the market looking, but have yet to find a suitable home to purchase. These are the buyers who will come and see your property in the first 3 weeks of the listing. After this 3 week period, only buyers who are just entering the buying market will be looking at your property.

SELLER(S) Name _____

Listing Address: _____ City _____ State _____ Zip _____

Listing Date: _____ List Price \$ _____

FIRST REVIEW DATE: _____ Price Adjustment: \$ _____

Marketing Plan:

SECOND REVIEW DATE: _____ Price Adjustment: \$ _____

Marketing Plan:

THIRD REVIEW DATE: _____ Price Adjustment: \$ _____

Marketing Plan:

Seller Date

Agent Date

Seller Date