



# RADCLIFFE & ASSOCIATES

## REAL ESTATE GROUP

# Timeline of Proposed Events

- 17726 LADERA CIRCLE, YORBA LINDA -

### EXAMPLE TIMELINE

- TODAY** Review & Listing Agreement
- Within 1 Business Day** Seller Disclosures sent via DocuSign
- Week 1** Professional Photography
- Week 2** Home in Active Status in MLS
- Weekend 2** Open House from 1-4 PM
- Week 3** Showing Feedback / Weekly Update

#### Following Activation of MLS Listing:

- Property Brochure Ordered and Professionally Printed to Showcase Your Home.
- All Online Syndication begins immediately and will be completed within 3 days of listing. Major sites are syndicated within 24 hours.
- Social Media Campaign to be Launched and will be ongoing throughout the listing period.

#### Following 1 Week After Activation of Listing:

- "Just Listed" Boosted Facebook Post/Ad and Instagram Post
- "Just Listed" Postcard mailing to Move-up Buyers and Top Producing Agents
- "Just Listed" Email Blast to the Radcliffe & Associates Database and Top Producing Agents.
- "Open House" Facebook Post and Email blast to the Radcliffe & Associates Database
- "Featured Home of the Week" Boosted Facebook Post/Ad
- "Featured Home of the Week" Email blast to the Radcliffe & Associates Database
- Email Blast to All Realtors in the Orange County and Inland Empire Area

#### Ongoing Throughout the Listing Period:

- Daily Follow-up on all Showings and Leads.
- Weekly Seller Update Reports detailing everything that has been done to bring your home to market and maximize exposure.
- Periodic Open Houses (if needed) to garner foot traffic to your home.