



# Marketing Plan



# Mission Statement

- ✦ Our mission is to give clients and potential clients resources for improving their knowledge pertaining to real estate. As you review the information of this site (as well as the many links to other sites) it hopefully will enable you to make intelligent decisions as to your investment to real estate.

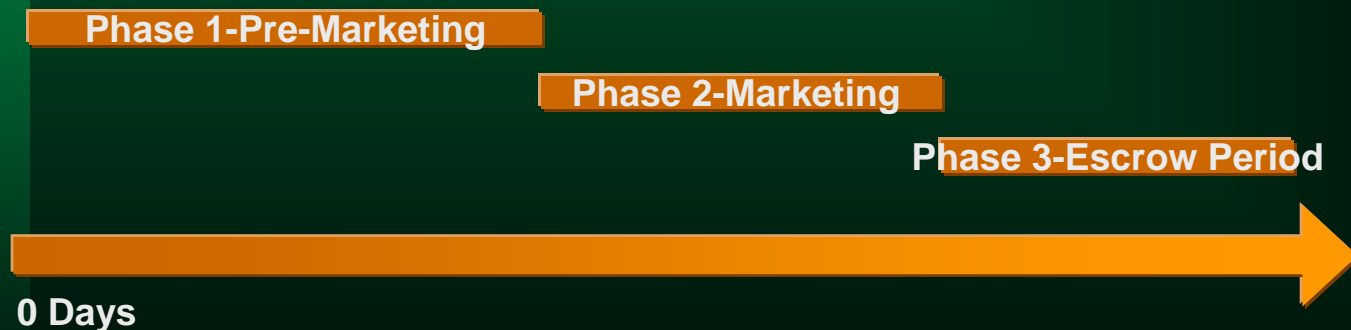


# Experience

- ✔ David Gudmundsen
- ✔ Associate Broker
- ✔ Investment Specialist
- ✔ Completed CCIM (Certified Commercial Investment Member courses C101-104).
- ✔ Obtained Real Estate licensed in 1994.
- ✔ Background in Income Property. Involved with the acquisition, management, rehabilitation/repositioning and sale of numerous properties in Arizona (as well as California) as both a Principle and a Broker.
- ✔ Proficient in 1031 Exchanges, creative financing, cash flow calculations, time-value money analysis, and forecasting.

# Marketing Plan

- ✓ **Phase 1. Pre-Marketing Timeframe**
  - Data is collected, marketing brochures and flyers are produced, etc.
- ✓ **Phase 2. Marketing Period.**
  - Property is marketed through various channels(i.e.. Internet, network, MLS, etc).
- ✓ **Phase 3. Escrow Period.**
  - Property is followed closely through the escrow period. Title and lender involvement. Their actions are closely coordinated with broker oversees.
  - Clients can view their transaction via the internet, with a confidential password from David Gudmundsen (ex. [www.realestatedg.com/update](http://www.realestatedg.com/update) (actual is password protected))





# Marketing Plan

## Pre-Market Activities

- 1) Inspect property
  - a) Suggestions to enhance property curb appeal and marketability.
- 2) Submit market analysis and property evaluation to client to assist them in obtaining a market price.
- 3) Obtain property information
  - a) Income/ Expenses records
  - b) Loan payoff info.
  - c) Property leases
  - d) SPDS (seller property disclosure statement)
- 4) Assemble property marketing materials (ie flyers, proformas, etc)
- 5) Net sheet to seller (gives estimate to client of transaction cost and predetermined net proceeds).



# Promotion / Marketing Period

- 1) Internet (promote property on property search: personal, company and real estate related sites).
- 2) Run property ads.
- 3) Network with other brokers, past & present clients, and at office promotional meetings.
- 4) Circulate property flyers and proformas.
- 5) Updates via email, phone call, password protected website login.



# Receipt of Purchase Contract or “Offer”

- 1) Review with client (and they advicors) the purchase contract.
- 2) Discuss concerns and counter offer ideas.
- 3) Counter offer unsatisfactory items.
- 4) Review client contractual obligations.
- 5) Net sheet with contract information and/ or seller concessions.



# Feasibility Period

## **1) Property Inspections**

- a) Coordinate property inspections (interior, structural, environmental, termites)
- b) Property appraisal
- c) Termite

## **2) Submit paper work to Buyer/ Buyer broker**

- a) Forward income/expense records
- b) Leases & SPDS
- c) Signed SPDS from buyer.



# Escrow

## 1)

### Title company

- a) Submit loan pay info
- b) Rent and deposit info
- c) Review title report (Pre-lim)
- d) Review closing paper with client, including pre-audit.
- e) Confirm Recording

## 2)

### Lender

- a) Confirm buyer has been pre-qualified
- b) Contact info for appraiser
- c) Confirm appraiser has been completed and is satisfactory to lender.
- d) Confirm underwriting review and approval.
- e) Confirm submittal of loan documents to title company.

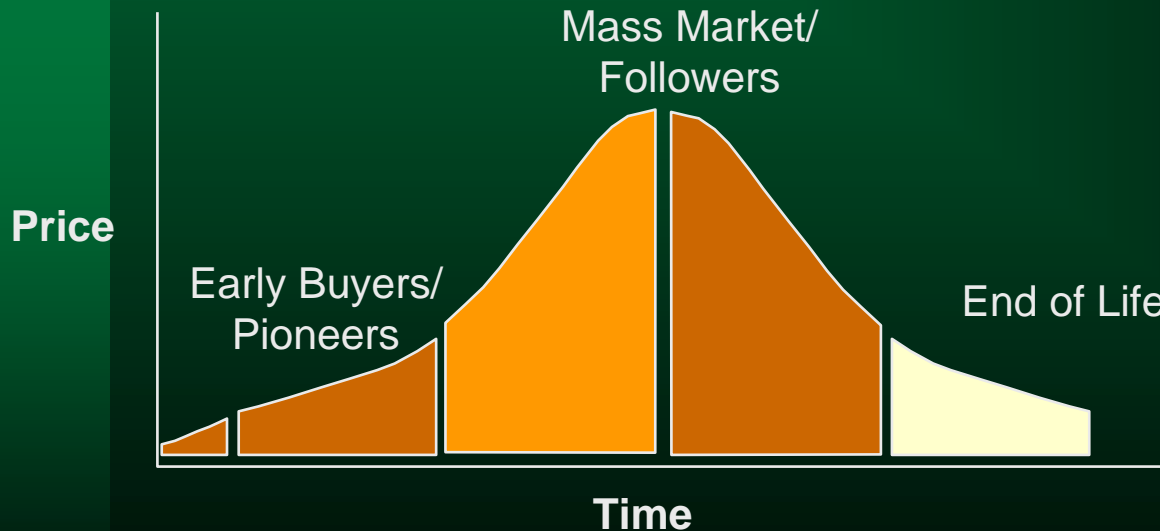


## Final Stage (Closing)

- 1) Buyer receives keys
- 2) Signs, if any, are removed from property.
- 3) Remind client to cancel utilities.

# Market Timing

- ✓ Market: past, present, & future:
  - If we could predict the future we would all be multi-millionaires.
  - The market does give us signs, though.
  - Reading the signs and acting on them is the million dollar formula.





Thank You for your time

Sincerely,

David Gudmundsen

Associate Broker

Investment Specialist

(602) 369-5005 Direct