

BESTASSETS MARKETING PLAN

OVERVIEW

For 2012, BestAssets is asking each of our listing agents to prepare a marketing plan that addresses the criteria below. This marketing plan is mandatory to receive listings in 2012.

The plan should be no more than 5 pages, minimum 12 point font, double spaced and returned to aglasco@best-assets.com by 11:59pm on January 2, 2012.

Marketing Plans that do not meet the requirements will not be read and returned to the agent. Your inclusion as a listing agent will be at risk for marketing plans not in compliance. Only emailed marketing plans will be accepted.

The plan should address ways to minimize holding times, sell and close cash transactions quicker and identify methods to interact and provide service to the selling agents and buyers.

Please also include your past performance for this HUD contract, including:

1. Number of properties assigned in 2011
2. Number of properties sold in 2011 (Please indicate Listing and Selling Side)
3. List of properties currently in inventory with age
4. Individual comments as to how you will market the properties, and what needs to be done for a successful offer and a timeline to get the property under contract.

MARKETING PLAN CRITERIA

Listing agents need to prepare and implement a Marketing Plan for 2012 that describes how the firm intends market and show FHA REO properties, consistent with the manner in which other non-FHA homes are listed for sale on the market, in order to meet or exceed the performance objectives.

1. How the Agent proposes the marketing of insured, insured with escrow and uninsured properties.
2. Advertising to potential customers and the general public (television/ print/ radio/ media/ cable television/ internet/ billboards)- Describe the type, if any, of advertising approaches to promote sales and increase awareness of HUD homes to the targeted customer base.
3. Buyer Seminars - Describe the type, number and frequency of events, if any, to provide training and increase awareness of the benefits of purchasing HUD Homes. The strategy must provide coverage for entire market area.
4. Real Estate Broker Outreach Activities and Industry Meetings - Describe the type, number and frequency of events planned, if any, to provide comprehensive training to real estate brokers on the sale of HUD homes, incentives that might be available, FHA financing, etc. Describe whether courses will provide continuing education credit. The strategy must provide coverage for your entire market area.
5. Lender Outreach Activities and Industry Meetings - Describe strategy, if any, to work with lenders to improve lender awareness of HUD home sales. Describe plans, if any, to attend lender industry meetings, partnering to host lender/broker/buyer training, training on HUD incentives, etc.
6. Marketing Techniques - Describe plans, if any, to develop and disseminate collateral materials. Describe plans, if any, to conduct comprehensive outreach efforts to cover assigned marketing area. Explain strategy, if any, which would be used to maximize the visibility and availability of HUD homes through non-traditional marketing channels, i.e., internet based advertising, guests on local community affair programs, distributing flyers, informational materials, etc.
7. Hard to Sell Properties - The Agent shall set forth with accuracy and detail a comprehensive approach and viable solutions to selling "hard to sell" properties. The Agent shall recommend to BestAssets

- alternative disposition strategies for “hard to sell” properties, including, but not limited to, auctions and bulk sales.
8. Market Analysis - Describe plans, if any, to conduct continuous market analysis. Plans should include a description of strategy to perform comparative analysis of properties with similar conditions to HUD properties, interpret marketing trends, perform inventory analysis and compare marketing and sales techniques of competitors.
 9. Web-based Solutions and Enhancements - Describe plans, if any, to use effective web-based marketing tools. (i.e., virtual tours of select properties, customer automated e-mail communications, online broker training and etc.)
 10. The agent shall describe plans to help the property to close by communicating with city officials (inspectors), utility companies and other parties that would be involved in the successful closing of a HUD owned property.