



# Hague Partners

## A SMARTER APPROACH TO REAL ESTATE



# 22 STEP Home Launch FORMULA

**Attract Buyers Quickly.** The 22-Step Home Launch Formula attracts buyers to newly listed homes quickly, while they are still fresh on the market. It also makes buyers more likely to pay higher prices.

**Flush Out New Buyers.** This formula is designed to flush out virtually every potential buyer for a home quickly, and then create scenarios that cause the most interested buyers to make higher offers. We call it putting buyers in a "higher price frame of mind."

**Sell Quickly.** Homes that linger on the market typically sell for lower prices than homes that don't. When a home accumulates lengthy time on the market, buyers presume something is wrong or the home is overpriced (even if it isn't).

**Modeled After Apple.** That's why the 22-Step Home Launch Formula is designed to generate buyer activity quickly, while homes are still new to the market. It is modeled after Apple's successful product launch formula that causes buyers to stand in line and pay premium prices for its new iPhones and other products.

**The 22-Step Home Launch Formula**  
**is the national gold standard on how**  
**to introduce homes to the market**  
**and sell them fast, at premium**  
**prices. It is so effective that it's**  
**been featured in Forbes and over**  
**200 publications worldwide.**

**6X Power Marketing.** We utilize advanced selling techniques reinforced by 6X power marketing which compresses six months of marketing into the first 30 days a home is on the market. The combination of advanced strategy and 6X power marketing sells homes fast or quantitatively demonstrates that the asking price is too high.

**Sellers Benefit.** Either way, home sellers benefit because they sell their home quickly or learn that they need to adjust price to avoid protracted, price-depressing days on the market. Realtors benefit too, because while they spend more time and money up front, they create happier sellers who are more likely to refer them future business.

### 22-Step Strategies

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Seller Motivation Story    | <input type="checkbox"/> VIP Circle of Agents    | <input type="checkbox"/> Compress Showings       |
| <input type="checkbox"/> Contrast Price Positioning | <input type="checkbox"/> Pick and Pitch Process  | <input type="checkbox"/> Cluster Print Ads       |
| <input type="checkbox"/> Community Positives        | <input type="checkbox"/> Talk The Peripherals    | <input type="checkbox"/> Text Message Promos     |
| <input type="checkbox"/> Neighborhood Positives     | <input type="checkbox"/> Emphasize Uniqueness    | <input type="checkbox"/> E-Flyer Promos          |
| <input type="checkbox"/> Street Positives           | <input type="checkbox"/> Hold Back Address       | <input type="checkbox"/> Million Dollar Brochure |
| <input type="checkbox"/> Neighborhood Event         | <input type="checkbox"/> Neighborhood Move Offer | <input type="checkbox"/> Digital/Social Media    |
| <input type="checkbox"/> VIP Circle of Buyers       | <input type="checkbox"/> Last Chance Yard Sign   | <input type="checkbox"/> Blogs As Ads            |
|   |  | <input type="checkbox"/> No Limit Ad Policy      |





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## 29-DAY FAST SALE FORMULA

M	T	W	TH	F	SA	SU
LISTING WEEK						
PHOTOS & VIDEOS, PREPARE FLYERS, ADS, POSTCARDS, ONLINE MARKETING						
PERSONAL BUYER & VIP AGENT PROMO WEEK						
NOTIFY VIP AGENTS & PERSONAL BUYER MLS MATCHES, PREVIEWS					PERSONAL BUYER & VIP AGENT SHOWINGS	
NEIGHBORHOOD WEEK						
PROMOTE NEIGHBORHOOD EVENT, ENCOURAGE SELLERS TO NETWORK					NEIGHBORHOOD EVENT, SHOWINGS	
ONLINE WEEK						
LINKEDIN, WEBSITES, YOUTUBE, SOCIAL MEDIA, SUBMIT PRINT ADS, PRINT POSTCARDS/MAILERS					SHOWINGS	
PRINT MEDIA WEEK						
RESPOND TO AD INQUIRIES, MAIL POSTCARDS/FLYERS					SHOWINGS	
LAST CHANCE WEEK						
PLACE YARD SIGN WITH LAST CHANCE RIDER	INTERESTED PARTY FOLLOW-UP, LAST-DITCH MARKETING EFFORT				FINAL SHOWING DAY (COMPILE DATA)	EVALUATION DAY



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