

When you're *serious* about selling, don't just select a listing agent, select a marketing agent!

When selecting a listing agent, use this
checklist of 100 + action items to make comparisons:

Jo Ellen Nash

Realtor® #2

Realtor® #3

1. Property photography by the industry's best
2. Full color property brochure, 4-16 pages
3. Post in Sunshine MLS Naples
4. Create a video of property
5. Customized QR code for property
6. List on Yahoo Real Estate
7. Post on JoEllenNash.com as featured listing
8. Featured Listing on BestNaplesHomeSearch.com
9. Notify Royal Shell agents through company intranet
10. Post on Facebook Business Page
11. Visual tour of property
12. Custom property website- YourAddress.com
13. Post on Zillow
14. Public Open House (when appropriate)
15. Promote through Linked In
16. List on Hot Pad.com
17. Enhanced Listing with Realtor.com, with extra photos and tour
18. Post on WorldProperties.com
19. Advertise on Craig's List
20. Post on Rappatoni MLS (Fort Myers/Cape Coral)
21. Post Property video on our YouTube Channel
22. Advertise in Fine Homes and Luxury Lifestyles
23. Post in Home Gain
24. Advertise in the News-Press - Ft. Myers and Naples
25. List on Unique Global Estates (over \$1M)
26. Feature in FlickrR
27. Post on NaplesArea.com
28. Post on Homes&Land.com



"I highly recommend Jo Ellen to anyone serious about real estate transactions. Her marketing approach is innovative and her commitment to her clients is second to none. After working with 2 other top rated agents without success, we hired Jo Ellen. In a very tough seller's market, Jo Ellen was able to bring an offer, which allowed us to close, within 59 days of obtaining the listing, at 99% of our asking price."

-Adam Loew

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29. Home Tour Book
30. Post on Royal Shell Real Estate website
31. Digital Property Brochure
32. Advertise in the Real Estate Book
33. Post on Twitter
34. Feature in the Wall Street Journal (on-line)
35. Post in Pro-Go Luxury.com
36. Centralized Showings Service, 7 days a week
availability for agents
37. Advertise in New York Resident
38. Link to Video from BestNaplesHome Search.com
39. The Move Channel - (International)
40. Advertise in Exceptional Properties magazine
41. Give Feedback reports on all showings
42. Broadcast to Star Power Stars, (top agents)
43. Advertise in the duPont Registry
44. Feature in Nash newsletter
45. Advertise in North Carolina Royal Shell Magazine
46. Hardback coffee table book (luxury)
47. Post on Multiply.com
48. Post on HGTV Front Door
49. List Open House in Royal Shell's Newspaper ad
50. Write blog article about property
51. Digital Marketing reports to seller every 30 days
52. Plaxo Network
53. Post on LuxuryRealEstate.com
54. Post on ZipRealty.com
55. Broker/Agent Open House
56. Utilize Nabor's global network



"From first call, through closing and beyond – your office has been prompt, friendly and knowledgeable. The best real estate experience I have had in my 21 years of acquiring real estate."

-Mark & Sienna Gelinas

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57. Broadcast to CKG Mastery Agent group	☒	☐	☐
58. PropBot	☒	☐	☐
59. Event Marketing	☒	☐	☐
60. Stage property for showings when necessary	☒	☐	☐
61. State of the Market Report to Sellers every 30 days	☒	☐	☐
62. Oodle	☒	☐	☐
63. Vast Real estate	☒	☐	☐
64. Custom signage	☒	☐	☐
65. Feature in Royal Shell Revue full color newspaper magazine	☒	☐	☐
66. Display property in both Fifth Avenue Offices	☒	☐	☐
67. Market Positioning analysis given every 30 days	☒	☐	☐
68. Proxio (International marketing)	☒	☐	☐
69. Notify Top Luxuy Agents	☒	☐	☐
70. Feature in broker newsletter monthly to thousands of agents	☒	☐	☐
71. Translation of website in multiple languages	☒	☐	☐
72. Backpage	☒	☐	☐
73. Just Listed announcement	☒	☐	☐
74. List on Cyberhomes	☒	☐	☐
75. Google Base	☒	☐	☐
76. Virtual staging for vacant and poorly presented properties	☒	☐	☐
77. Open house promotion through Naples Board of Realtors®	☒	☐	☐
78. Zillow Virtual showing statistic report every 30 days	☒	☐	☐
79. Analyze web traffic through Google analytics	☒	☐	☐
80. YahooRealEstate	☒	☐	☐
81. Use rapid reposter to keep property at the top of Craig's List	☒	☐	☐
82. RealEstateGround.com	☒	☐	☐
83. Brochures in multiple languages	☒	☐	☐
84. Postlets.com	☒	☐	☐
85. LoveMyZip.com	☒	☐	☐

"Special thanks to you & your team for doing such a wonderful job with the listing, home repairs, and the closing. I have never had such an easy closing and I have never worked with such a professional organization before. You do amazing work and if I can ever provide you with a reference or referral, I would be most happy to do so."

-Carla Lang

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86. Promote property through Seller's social networks	☒	☐	☐
87. Enormo.com	☒	☐	☐
88. AOL Real Estate.com	☒	☐	☐
89. PropertyPursuit.com	☒	☐	☐
90. Home winks	☒	☐	☐
91. Relocation.com	☒	☐	☐
92. Homes.com	☒	☐	☐
93. Feature in MyRealty.com	☒	☐	☐
94. FrontDoorsOpenHouse.com	☒	☐	☐
95. RealtyTrac.com	☒	☐	☐
96. Feature in Cyberhomes.com	☒	☐	☐
97. USA MLS.com	☒	☐	☐
98. Royal Shell Real Estate Smart Phone	☒	☐	☐
99. NaplesBuzz.com	☒	☐	☐
100. Edgeio.com	☒	☐	☐

"Nash & Company is pure professionalism. From start to finish the process flowed like clockwork. They made a very difficult situation look easy and seamless and took hours of work off my shoulders. It was better than I could have hoped for and wish that every encounter in my life could be as well choreographed. Most important, thought is that they cared about me and my home more than just the one. I could not use anyone else after my last two experiences with Jo Ellen."

-Daniel Light