



	Month 1				Month 2				Month 3				Month 4				Month 5				Month 6			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24

MARKETING TOOL CREATION

Create/Update OM, Flyer, VTour	●				●				●				●				●				●			
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SELLER INTERACTION

Seller Approval of Tools		●																						
Update Financials		●			●				●				●				●				●			
Seller Updates on Marketing		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

PRO-ACTIVE MARKETING

Direct Calls to Most Probable	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Mail Campaign 15 Flyers/Day	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Mail OM to top 25 Buyers	●																							
Property Tour Qualified Buyers		●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

COOPERATING BROKER CAMPAIGN

Email Blast to Broker Database	●	●			●	●			●	●			●	●			●	●			●	●		
Property Tour Brokers		●				●				●				●				●				●		

RE-ACTIVE MARKETING

Email Blast to Buyer Database	●	●			●	●			●	●			●	●			●	●			●	●		
List on Loopnet/Costar/MLS/Com	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Media Advertisements		●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●