

Calendar of Marketing Activities



Day 1 Sign Listing Agreement.	Day 2	Day 3	Day 4 Photographer site visit to shoot photo's and drone video.	Day 5	Day 6	Day 7 Completed Information Memorandum submitted to seller for approval.
Day 8	Day 9	Day 10 Direct pre-marketing Campaign • Qualified Buyers • Top Brokers	Day 11	Day 12	Day 13 Dedicated property web-site goes live.	Day 14 Go-To-Market! • MLS & 3rd Party Real Estate sites. • Social Media Launch.
Day 15	Day 16	Day 17 Email blast to complete list of buyers and brokers.	Day 18	Day 19	Day 20	Day 21 5X7 marketing postcard mailed out.
Day 22	Day 23	Day 24 Follow up on leads and prior property inquiries (continuous).	Day 25	Day 26	Day 27 Call for offers (if applicable).	Day 28
Day 29	Day 30 Target Open Escrow date.					