

Property Marketing Plan

3 Weeks Out

- Website: Place Coming Soon Listing
- Neighbor Letter: Assemble Mailing List for Neighbor Letter (100 Max)
- 720 Credit Score Renter Mailer: Purchase List in Same Zip Code (500 Max)
- Property Flyer: Create Coming Soon Flyer: (Print 40 Only)

2 Weeks Out

- Large Yard Sign Placed
 - Sign Rider: Talking House Sign Rider Placed
 - Sign Rider: Money Merge Account Sign Rider Placed
- Flyer Box: Strap to Post
 - Coming Soon Property Flyer: (Print 40 Only)
- Directional Signs: Put out 15 to 20 with 1/2 Mile Radius
- Talking House: Set Up and Record Coming Soon Message Only!
- Phone Message: 24 Hour Recorded Message with Box Extension

1 Week Out

- Phone Calls: Personal Calls Placed
 - Potential Buyers Matches from Retail Buyer List
 - Top 10 Realtor Contacts
 - Top 10 Mortgage Broker Contacts
- Direct Mail
 - Neighbor Letters: Send Out Neighbor Letters (100 Max)
 - 720 Credit Score Renter Mailer: Send out Postcards about House & Free Report (500 Max)
- Broker Tour: Print and Bring 20 Flyers to Brokers Tours

- Property Pictures: Take Final Property Pictures
- Flip Video: Take Final Flip Cam Virtual Tour Video
- Website: Upload All Final Pictures to Website

3 Days Out

- Postlets: Create Property Flyer with Final Pictures & Video (Repost Every 7 Days)
 - ByOwnerMLS
 - DotHomes
 - Enormo
 - FrontDoor
 - GoogleBase
 - HotPads
 - Local.com
 - Oodle.com
 - Trulia.com
 - Vast.com
 - Zillow.com
- Craigslist: Post Postlets Flyer to Craigslist (With Repost Every 3 Days)
- Backpage: Post Postlets Flyer to Backpage (With Repost Every 3 Days)
- E-mail Blast: Create and Send E-mail #1 with Link to Video
 - Retail Buyer List
 - Realtor List
 - Mortgage Broker List
- Property Flyer: Replace Flyers at Property with Final (Print 50 Only)
- Newspaper Ad Placed: Register (Local Paper) (Run Time 7 to 14 Days)
- Newspaper Ad Placed: Penny Save (Neighborhood Publications) (Run Time 7 to 21 Days)
- Neighbor Door Knock (15 Closest Only)
- Talking House Set Up - Change to Finished Home Message!

1 Day Out

- List on MLS:

House Placed on Market

- Realtor.com - Make Sure Listing is Enhanced