

COLOR KEY

Black: Seller

Red: Tours and Open Houses

Green: Advertising & Marketing Tasks

Blue: Broker Responsibilities

Initial Marketing Plan

Bill Clarkson, Broker
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ERA 's #1 Selling Broker
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	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
PRE-MARKETING ACTIVITIES	<ul style="list-style-type: none"> • Intial Owner information 	<ul style="list-style-type: none"> • Preview all Compable and sales, visit compable listings. • Download Property Report • Order property report 	<ul style="list-style-type: none"> •Initial Homeowner Meeting •Develop Marketing Plan •Take Brochure photos •Develop initial flyer 	<ul style="list-style-type: none"> •Order virtual tour photos •Order Pest Control inspection and others •Collect floor plan, other marketing materials 	<ul style="list-style-type: none"> •Review and revise flyer with owner •Confirm any additional Broker Services to be done •Staging ideas 	<ul style="list-style-type: none"> •Place Seller Home Warranty on home 	
WEEK 1		<ul style="list-style-type: none"> •PRESENT TO MARKETING MASTERS •Place on Internet Sites •Have any inspections done this week 	<ul style="list-style-type: none"> •Mail Out Brochures •E-mail Pre-MLS Notes to Agents/Brokers •Order sign up •Place on Web Sites NAR, ERA, etc 	<ul style="list-style-type: none"> •PLACE ON MLS 	<ul style="list-style-type: none"> •BROKERS TOUR •Review Broker Feedback •Mail out Open House Postcards • Evening Broker Tour? 	<ul style="list-style-type: none"> •Review Broker Feedback •Place Ads in paper 	<ul style="list-style-type: none"> •Brokers showing Home on the weekend, Saturday being a usually a good day.
WEEK 2	<ul style="list-style-type: none"> •OPEN HOUSE (If desired) 	<ul style="list-style-type: none"> •GET MARKETING MASTER REVIEWS •Review Broker Feedback •Confirm weekend RE activity 	<ul style="list-style-type: none"> •Review Broker Feedback •Review all inspections reports, confirm repairs if any. 		<ul style="list-style-type: none"> •Review Broker Feedback 	<ul style="list-style-type: none"> •Review Broker Feedback •Place Ads in paper 	
WEEK 3	<ul style="list-style-type: none"> •OPEN HOUSE (If desired) 	<ul style="list-style-type: none"> •Review Broker Feedback •Meet and review Price/Terms, Owner Decision on Price •Confirm weekend RE activity 	<ul style="list-style-type: none"> •Review Broker Feedback 		<ul style="list-style-type: none"> •Review Broker Feedback •Meet and review Price/Terms with Owner 	<ul style="list-style-type: none"> •Review Broker Feedback •Place Ads in paper 	