

90 DAY MARKETING PLAN

1. Review Custom Sales & Marketing Plan	31. Update Website	61. Physically Inspect the premises
2. Take Pictures & Virtual Tour	32. Write new ad copy	62. Review complete file, showings & ads
3. Place sign on property / Install Lock Box	33. Repost on Facebook and Craig's List	63. Seller Update / Evaluation / Market Update
4. Launch Enhanced Website / Voice Pad	34. Visit seller to review ads-showings-price	64. Post feature sheet on community BB
5. Email – New Listing Feature Sheet	35. Update Seller / Evaluation	65. Call three neighbors
6. Post on Facebook / Craig's List	36. Mail 50 Post Cards	66. Adjust the price / Email Blast
7. Seller Update	37. Contact three potential buyers	67. Promote new price to other agents
8. Schedule home for office & Broker tour	38. Mail 50 listing cards to target area	68. Mail 50 cards to target area
9. Contact 10 area residents	39. Promote the property within your office	69. Contact Open House Attendees buyers
10. Run New Listing Ad real estate book	40. Call or email three target buyers	70. Seller Update
11. E-Mail feature sheet to local Realtors	41. Mail 50 listing cards to target area	71. Send Sales Event invites to other brokers
12. Hold Broker's open / Neighborhood Sneak Peak	42. Seller Update	72. Custom Sales Event
13. Hold Open House	43. Property business cards waitress/waiter	73. Call three target buyers
14. Seller Update	44. Email information sheets to bankers	74. Repost on Craig's List
15. Repost on Facebook / Craig's List	45. Email a note to three attorneys	75. Post a notice on community Bulletin
16. Contact three target prospects	46. Contact three more neighbors	76. Email local agents
17. Mail 50 just listed to target area	47. E cards to your sphere	77. Seller Update
18. E-Newsletter Feature	48. Email to three local brokers	78. Email three local brokers/salespeople
19. Post property business cards (service areas)	49. Seller Update	79. Update Webpage
20. Advertise on Internet Feature home	50. Contact three target buyers	80. Contact Local Professionals
21. Seller Update	51. Repost on Facebook and Craig's List	81. Check with fellow sale associates
22. Contact three neighbors	52. Send open house notices to other brokers	82. Mail 50 letters to target area
23. Contact 3 business professionals	53. Hold Open House	83. Email Blast
24. Contact three more past buyers	54. Check with fellow sales associates	84. Seller Update
25. Email feature sheets to three local agents	55. Mail 50 listing cards to target area	85. E-Newsletter Feature
26. Email three out of town brokers info	56. Seller Update	86. Tell three neighbors
27. Contact three more past buyers	57. E-Newsletter Feature	87. Email a note to three attorneys
28. Seller Update	58. Update MLS Listing / Take New Pictures	88. Contact past showing agents
29. Send open house notices to other brokers	59. Update Webpage	89. Contact past Open House Attendees
30. Hold Open House	60. Write new ads / Property Magazine	90. S O L D

All marketing strategies are custom tailored to fit your unique sales plan

FOR MORE INFORMATION ON SELLING YOUR HOME VISIT
WWW.KEVINLOWRY.COM