

# MARKETING PLAN TIMELINE

MONTH 1				MONTH 2				MONTH 3				MONTH 4				MONTH 5				MONTH 6			
WEEK				WEEK				WEEK				WEEK				WEEK				WEEK			
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

## INTERNAL MARKETING

Property in MNet = 1,300 Agents																							
Sales Meetings																							
Regional Office Presentations																							
Buyer Needs (Automated Matching)																							
1031-Exchange List																							
National Specialty Group Marketing Calls																							

## DIRECT MARKETING TO POTENTIAL INVESTORS

E-Brochure																							
Executive Summary																							
Offering Memorandum																							
Investor Symposiums																							
Postcards																							
E-Presentation																							
Property Tours																							

## MARKETING TO COOPERATING BROKERS

Email																							
E-Brochure																							
Executive Summary																							
Offering Memorandum																							

## ACCOUNTABILITY

Status Meetings with Seller																							
Marketing Updates (written)																							
Copies of Marketing Materials																							
Follow Through																							

## BUYER QUALIFICATION

Multiple Offers  
Offering  
Transaction Management

ONGOING -->