



### Week One Marketing

- Verify info on public sites
- Email Office with New listing (Tricia does this)
- Email seller with "Just Listed Email"
- Call agents showing properties from Showingtime Comparables
- Craigslist Postings Scheduled
- SOCIAL MEDIA BLITZ
- Facebook Ad Run
- Mention listing at weekly sales meeting where all agents (40+) are talking about their listings
- Open House? \_\_\_\_\_

Notes:

### Week Two Marketing

- Seller Listing Activity Email Sent
- Verify info on public sites
- Email agents with new buyers (label in Gmail)
- Bi-Weekly How are we doing phone call (document in file)
- SNAPCHAT Post
- Call Agents for feedback for those who haven't provided yet
- Email agents of past transactions (Top Producer- "Marketing to Past Agents Listing Email")
- Open House? \_\_\_\_\_
- 

Notes:

### Week Three Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Buyer Match on Paragon & email agents (canned response)
- Email agents with new buyers or buyers that have high hits (label in Gmail)
- Call Agents for feedback for those who haven't provided yet
- TWITTER Post
- Email lenders of past transactions (Top Producer- "Marketing to Past Lenders Listing Email")
- Open House? \_\_\_\_\_

Notes:

#### Week Four Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Activity on Comparables in Showingtime (bi-Weekly) & call agents
- Email agents with new buyers (label in Gmail)
- Call Agents for feedback for those who haven't provided yet
- Three Week Call & check comps to see if they have closed
- FACEBOOK Post
- Email Past Buyers with listing info (Top Producer- "Marketing to Past Buyers Listing Email")
- Open House? \_\_\_\_\_

Notes:

#### Week Five Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Buyer Match on Paragon & email agents (canned response)
- Email agents with new buyers or buyers that have high hits (label in Gmail)
- Email agents with hits (label in Gmail)
- Email Past Sellers with listing info (Top Producer- "Marketing to Past Sellers Listing Email")
- Call Agents for feedback for those who haven't provided yet
- SOCIAL MEDIA BLITZ
- Open House? \_\_\_\_\_

Notes:

#### Week Six Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Activity on Comparables in Showingtime (bi-Weekly) & call agents
- Email agents with new buyers (label in Gmail)
- Call Agents for feedback for those who haven't provided yet
- Email Past Sellers with listing info (Top Producer- "Marketing to Past Prospects Listing Email")
- SNAPCHAT Post
- Open House? \_\_\_\_\_

Notes:

### Week Seven Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Buyer Match on Paragon & email agents (canned response)
- Email agents with new buyers or buyers that have high hits (label in Gmail)
- Email agents with hits (label in Gmail)
- Call Agents for feedback for those who haven't provided yet
- Three Week Call & check comps to see if they have closed & mini cma
- TWITTER Post
- Update Craigslist Posts
- Open House? \_\_\_\_\_
- 

Notes:

### Week Eight Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Activity on Comparables in Showingtime (bi-Weekly) & call agents
- Email agents with new buyers (label in Gmail)
- Call Agents for feedback for those who haven't provided yet
- FACEBOOK Post
- Open House? \_\_\_\_\_

Notes:

### Week Nine Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Buyer Match on Paragon & email agents (canned response)
- Email agents with new buyers or buyers that have high hits (label in Gmail)
- SOCIAL MEDIA BLITZ
- Call Agents for feedback for those who haven't provided yet
- Email lenders of past transactions (include Facebook link)
- Open House? \_\_\_\_\_

Notes:

### Week Ten Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Activity on Comparables in Showingtime (bi-Weekly) & call agents
- Email agents with new buyers (label in Gmail)
- Three Week Call & check comps to see if they have closed
- SNAPCHAT Post
- Call Agents for feedback for those who haven't provided yet
- Open House? \_\_\_\_\_

Notes:

### Week Eleven Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Buyer Match on Paragon & email agents (canned response)
- Email agents with new buyers or buyers that have high hits (label in Gmail)
- TWITTER Post
- Call Agents for feedback for those who haven't provided yet
- Open House? \_\_\_\_\_

Notes:

### Week Twelve Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Activity on Comparables in Showingtime (bi-Weekly) & call agents
- Email agents with new buyers (label in Gmail)
- Run Mini market, reduce price if needed
- FACEBOOK Post
- Call Agents for feedback for those who haven't provided yet
- Open House? \_\_\_\_\_

Notes:

### Week Thirteen Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Buyer Match on Paragon & email agents (canned response)
- Email agents with new buyers or buyers that have high hits (label in Gmail)
- SOCIAL MEDIA BLITZ
- Call Agents for feedback for those who haven't provided yet
- Email lenders of past transactions (include Facebook link)
- Open House? \_\_\_\_\_

Notes:

### Week Fourteen Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Activity on Comparables in Showingtime (bi-Weekly) & call agents
- Email agents with new buyers (label in Gmail)
- SNAPCHAT Post
- Three Week Call & check comps to see if they have closed & mini cma
- Call Agents for feedback for those who haven't provided yet
- Update Craigslist Posts
- Open House? \_\_\_\_\_

Notes:

### Week Fifteen Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Buyer Match on Paragon & email agents (canned response)
- Email agents with new buyers or buyers that have high hits (label in Gmail)
- TWITTER Post
- Call Agents for feedback for those who haven't provided yet
- Open House? \_\_\_\_\_

Notes:

### Week Sixteen Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Activity on Comparables in Showingtime (bi-Weekly) & call agents
- Email agents with new buyers (label in Gmail)
- Call Agents for feedback for those who haven't provided yet
- FACEBOOK Post
- Open House? \_\_\_\_\_

Notes:

### Week Seventeen Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Buyer Match on Paragon & email agents (canned response)
- Email agents with new buyers or buyers that have high hits (label in Gmail)
- SOCIAL MEDIA BLITZ
- Call Agents for feedback for those who haven't provided yet
- Email lenders of past transactions (include Facebook link)
- Open House? \_\_\_\_\_

Notes:

### Week Eighteen Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Activity on Comparables in Showingtime (bi-Weekly) & call agents
- Email agents with new buyers (label in Gmail)
- SNAPCHAT Post
- Call Agents for feedback for those who haven't provided yet
- Three Week Call & check comps to see if they have closed & mini cma
- Open House? \_\_\_\_\_

Notes:

### Week Nineteen Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Buyer Match on Paragon & email agents (canned response)
- Email agents with new buyers or buyers that have high hits (label in Gmail)
- Call Agents for feedback for those who haven't provided yet
- TWITTER Post
- Open House? \_\_\_\_\_

Notes:

### Week Twenty Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Activity on Comparables in Showingtime (bi-Weekly) & call agents
- Email agents with new buyers (label in Gmail)
- FACEBOOK
- Call Agents for feedback for those who haven't provided yet
- Open House? \_\_\_\_\_

Notes:

### Week Twenty One Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Buyer Match on Paragon & email agents (canned response)
- Email agents with new buyers or buyers that have high hits (label in Gmail)
- SOCIAL MEDIA BLITZ
- Call Agents for feedback for those who haven't provided yet
- Email lenders of past transactions (include Facebook link)
- Open House? \_\_\_\_\_

Notes:

### Week Twenty Two Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Activity on Comparables in Showingtime (bi-Weekly) & call agents
- Call Agents for feedback for those who haven't provided yet
- SNAPCHAT Post
- Open House? \_\_\_\_\_

Notes:

### Week Twenty three Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Buyer Match on Paragon & email agents (canned response)
- Email agents with new buyers or buyers that have high hits (label in Gmail)
- Three Week Call & check comps to see if they have closed & mini cma
- SNAPCHAT Post
- Call Agents for feedback for those who haven't provided yet
- Open House? \_\_\_\_\_

Notes:

### Week Twenty Four Marketing

- Verify info on public sites
- Seller Listing Activity Email Sent
- Run Activity on Comparables in Showingtime (bi-Weekly) & call agents
- Bi-Weekly How are we doing phone call (document in file)
- Relist property for new marketing
- Call Agents for feedback for those who haven't provided yet
- Update Craigslist Posts

Notes: