

PERSONAL MARKETING PLAN

Proposed Marketing Schedule 720 Albemarle Street, El Cerrito

PRIOR TO WEEK ONE

Staging consultation

Manage all pre-marketing preparations: window washing, cleaning, floor polishing, painting, garden prep...

Arrange for all pre-marketing inspections: termite report, sewer lateral, general inspection (if warranted)...

WEEK ONE

Submit listing detail to **Multiple Listing Service**

Submit ad, **Ad Review**

Submit listing, **Internet**

Prepare photo spread for internet

Prepare web commercial and send to over 1,700 local agents

Submit ad, Berkeley Hills Realty **Sunday Chronicle** Open Home Guide

Submit ad, large block, **Hills Publications**

Prepare Custom Brochure

Mail 100 Just Listed Cards

Install 'For Sale' sign and lock box

Prepare disclosure packets for pick-up or email delivery

Thursday Brokers Tour between 9:30-12:00

Sunday Hand deliver just listed cards to the immediate neighborhood

Sunday Open House advertising appears.

Sunday Open House for the public, 2:00-4:00 p.m.

WEEK TWO

Submit ad, Berkeley Hills Realty **Sunday** Open Home Guide

Submit ad, large block, **Hills Publications**

Sunday Open House advertising appears

Sunday Open House for the public, 2:00-4:00 p.m.

Wednesday Review offers, if any

WEEK THREE

Schedule and promote second Broker's Open House (tour), Thursday 9:30-12:00

Submit ad, Berkeley Hills Realty **Sunday Chronicle**

Submit ad, **Hills Publications**

Sunday Open House for the public, 2:00-4:00 p.m.

WEEK FOUR

If no offers, review pricing

Send web commercial to over 1,700 agents

Submit ad Berkeley Hills Realty **Sunday Chronicle**

Submit ad, **Hills Publications**

Sunday Open House for the public, 2:00-4:00 p.m.

WEEKS FIVE TO EIGHT

If necessary, repeat cycle of weeks one through four.

