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On Call Real Estate Consultants

Project Status Report

Client Name: Joseph and Tricia Marinella

Project: 7401 N Donnelly Ave
Kansas City, MO 64158

Week Ending: 8/8/2008

Prepared by: Brent Fraizer

Distribution: **Joseph and Tricia Marinella** Client
Tim Fraizer Senior Partner

Milestones due in the last week	Description	% Complete
Obtain pre-list estimate of market value and provide recommendations for successful sale.	Market Analysis	100
Identify staging opportunities and provide written report	Staging Solutions review and written report	100
Assist homeowner with staging, provide additional accessories as needed, review showing instructions	Preparation	100
Take and edit digital photos of property for listing, flyer and internet marketing	Marketing	100
Create professional flyers in PDF format including relevant property details, digital photos, GIS mapping, aerial photography, floor plan and local areas of interest	Marketing	100
Create property listing in MLS including links to flyer and Seller's Disclosure	Multiple Listing Service	100
Provide property listing to 12 high ranking real estate web sites with link to flyer	Internet Marketing	90 (see comments)
Provide Virtual Tour and upload to listing	Internet Marketing	100
Provide professional signage for property including free standing flyer box	Marketing	100
Employ professional appointment scheduling service to coordinate showings and obtain feedback	Showing Solutions	100
Receive, track and follow up with all scheduled showings to solicit feedback and determine level of interest	Project Coordination / Marketing	Ongoing
Provide timely feedback and relay all offers and information obtained	Project Coordination	Ongoing

Milestones due in the next week	Description	% Complete
Obtain 5-10 showings	Results	20 (2 showings in 48 hours)
Obtain 1-2 offers	Results	100 (2 offers)

Action items due or overdue

None

Action items due next week	Responsible	Action Date
Monitor showings, feedback and offers and consult with client. If targets aren't met, adjust price and marketing as necessary.	Brent	8/20/08
Aggressively monitor marketing efforts and advise client accordingly.	Brent	Ongoing

Comments

Internet marketing: Property listing has been uploaded to the following sites:
Craig's List
Backpage
Google Base
Hot Pads
Local.com
Lycos
Oodle
Trulia
Vast
Zillow
Realtor.com

Verification of upload pending for Dothomes and Properazzi.
Olx.com has been added to internet sites.

Results to date: Aggressive home preparation and marketing efforts have produced two showings and two offers within the first 48 hours and negotiations are underway.