



Sample Marketing Plan and Timeline

ASAP	Discuss and Sign Listing Agreement
ASAP	Make first walk-through with Jason to begin putting together marketing materials and staging/preparation plan
Week 1	Placement of Property in Capital Community Properties' (CCP) <i>Hill Rag</i> ad and Monthly Newsletter (distributed to database of 900+ clients) as a "Coming Soon" Listing
Week 1	Install "For Sale" sign/panel and post with "Coming Soon" Rider
Week 1	Walk through the property with Jason & Ana to finalize MRI (Maintenance/Repairs/Improvements), staging plan and items to be removed
Week 2	CCP to Schedule and Manage Contractors for MRI
Week 2	CCP to Schedule and Manage Window Washer and House Cleaning Services
Week 2	CCP & Sellers coordinate, perform final touches on staging and preparation of house
Week 3	Conduct Professional Photo Shoot of the property. Photo Shoot includes still shots, floor plans and video.
Week 3	CCP and Seller review/approve ad copy and marketing material for brochure/fact-sheet and on-line marketing
Week 3	Determine showing instructions and policy for property
Week 3 and 4	Feature property in CCP full-page <i>Hill Rag</i> ad and Monthly Newsletter as "Just Listed"

- Week 3 Enter Property into MLS (Multiple Listing System) featuring all property information, photos, floor plans and virtual tour
- Week 3 Install electronic lockbox on property
- Week 3 Property “goes live” in MLS and on the Internet. Replace “Coming Soon” rider on panel/sign with “Open Saturday” rider
- Week 3 Send out Email and Facebook campaign to real estate agents and CCP contacts advertising new listing and inviting to weekend Open Houses.
- Week 3 Host Public Open House SAT&SUN from 1-3pm.
- Week 4 Mail “Just Listed” photo postcard to surrounding area.

**Please note these are sample time-frames and the process of getting a property on the market can be shortened or lengthened depending on your preferences.*