

# 30-DAY MARKETING CALENDAR

\*THESE ACTIVITIES PERFORMED WITH SELLERS KNOWLEDGE AND PERMISSION

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	<ul style="list-style-type: none"> <li>Let Legacy Agents ( 50+) know of your new upcoming listing (Hip Pocket)</li> </ul>	<ul style="list-style-type: none"> <li>List property</li> <li>Place sign</li> <li>Place Lockbox</li> <li>Enter into MLS</li> </ul>	<ul style="list-style-type: none"> <li>Take pictures</li> <li>Prepare brochures</li> <li>Order cost sheet from lender</li> </ul>	<ul style="list-style-type: none"> <li>Take brochures, cost sheets, sellers disclosures to property.</li> </ul>	<ul style="list-style-type: none"> <li>Make extra key</li> <li>Put ad in newspaper</li> </ul>	
	<ul style="list-style-type: none"> <li>Call for feedback of showings and update seller</li> </ul>	<ul style="list-style-type: none"> <li>Verify taxes, flood zone, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Prepare visual tour and upload to MLS and web-sites</li> </ul>	<ul style="list-style-type: none"> <li>Email new listing to all prospects</li> </ul>	<ul style="list-style-type: none"> <li>Call for feedback of showings and update seller</li> </ul>	
	<ul style="list-style-type: none"> <li>Mail new listing cards to prospective buyers</li> </ul>	<ul style="list-style-type: none"> <li>Preview competition</li> </ul>	<ul style="list-style-type: none"> <li>Arrange Legacy caravan</li> <li>Arrange open house</li> </ul>	<ul style="list-style-type: none"> <li>Legacy caravan</li> <li>Put open house ad in paper</li> </ul>	<ul style="list-style-type: none"> <li>Prepare info packets for open house</li> <li>Call prospects &amp; invite to open house</li> </ul>	
Open House	<ul style="list-style-type: none"> <li>Call for feedback and updated seller</li> </ul>	<ul style="list-style-type: none"> <li>Follow up with open house attendees &amp; send thank you</li> </ul>	<ul style="list-style-type: none"> <li>Pull updated CMA for new listings and sells</li> </ul>		<ul style="list-style-type: none"> <li>Call for feedback and updated seller</li> </ul>	
	<ul style="list-style-type: none"> <li>Preview competition and update seller</li> </ul>	<ul style="list-style-type: none"> <li>Email brochure to different real estate companies</li> </ul>	<ul style="list-style-type: none"> <li>Arrange open house</li> </ul>	<ul style="list-style-type: none"> <li>Call for feedback and updated seller</li> </ul>	<ul style="list-style-type: none"> <li>Prepare info packets for open house</li> <li>Call prospects &amp; invite to open house</li> </ul>	
Open House		<ul style="list-style-type: none"> <li>Update CMA</li> </ul>			<ul style="list-style-type: none"> <li>Call for feedback and updated seller</li> </ul>	