

# MARKETING ACTION PLAN

By Janine K. Chang, R

## WEEKS 4-6:

- Brokers Open on Wednesday's or Thursday's
- Sunday Open House
- On-going Blast emails
- Provide feedback regarding Open Houses
- Change remarks in MLS, Fact Sheet, Internet and where ever applicable
- Market to Broker Network via phone calls and or emails
- Obtain feedback from other Brokers and Prospects
- Review Pricing Strategy
- Review Staging Based on Showings

Week 3 Feedback: Number of Calls \_\_\_\_\_ Number of Showings this week \_\_\_\_\_  
Recommendations: \_\_\_\_\_

Week 4 Feedback: Number of Calls \_\_\_\_\_ Number of Showings this week \_\_\_\_\_  
Recommendations: \_\_\_\_\_

Week 5 Feedback: Number of Calls \_\_\_\_\_ Number of Showings this week \_\_\_\_\_  
Recommendations: \_\_\_\_\_

## WEEKS 7 & 8:

- Brokers Open on Wednesday's or Thursday's
- Sunday Open House
- On-going Blast emails
- Provide feedback regarding Open Houses
- Change remarks in MLS, Fact Sheet, Internet and where ever applicable
- Market to Broker Network via phone calls and or emails
- Obtain feedback from other Brokers and Prospects
- Review Pricing Strategy
- Review Staging Based on Showings

Week 7 Feedback: Number of Calls \_\_\_\_\_ Number of Showings this week \_\_\_\_\_  
Recommendations: \_\_\_\_\_

Week 8 Feedback: Number of Calls \_\_\_\_\_ Number of Showings this week \_\_\_\_\_  
Recommendations: \_\_\_\_\_