

# 26 Point Marketing Plan

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Prepared especially for:  
David Hoffman Jr

Selling homes fast, for top dollar requires extra attention to details. Details foreign to most sales agents. For WashMetroHomes.com and me, it's an integral part of our success.

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| <input type="checkbox"/> Office Tour               | <input type="checkbox"/> Inter Company Fax          |
| <input type="checkbox"/> Realtor meetings          | <input type="checkbox"/> Sign Installation          |
| <input type="checkbox"/> Data Sheet                | <input type="checkbox"/> Feature Sheet              |
| <input type="checkbox"/> Top Broker List           | <input type="checkbox"/> Sales Meeting/Cross Sell   |
| <input type="checkbox"/> Open House if Appropriate | <input type="checkbox"/> MLS Data Base              |
| <input type="checkbox"/> MLS Book                  | <input type="checkbox"/> Just Listed Cards          |
| <input type="checkbox"/> Home Display Book         | <input type="checkbox"/> Special Feature Cards      |
| <input type="checkbox"/> Brochure Box              | <input type="checkbox"/> Co-op broker mailing       |
| <input type="checkbox"/> Data to Relocation        | <input type="checkbox"/> Financing Promotion        |
| <input type="checkbox"/> Target Marketing Mailing  | <input type="checkbox"/> Mailing to Personal Market |
| <input type="checkbox"/> Weekly Status Reports     | <input type="checkbox"/> Monthly Status Report      |
| <input type="checkbox"/> Fax Back Report           | <input type="checkbox"/> Conference                 |
| <input type="checkbox"/> Market Update/Offer       | <input type="checkbox"/> Prepare Equity Analysis    |

***"Successful people do those things which unsuccessful people think are a waste of time"***

