

# *Marketing* Timeline



DATE	FUNCTION
Today	Marketing Agreement signed.
Day 1	Lockbox installed.
Day 2-3	For Sale sign posted.
Day 2	Office processes paperwork and distributes information to Windermere agents; submits information to the multiple listing service; transmits listing information to all Windermere offices in the area.
Day 2-8	Listing office tours the property.
Day 3	Information appears in the MLS Hotsheet.
Day 3	Information available via MLS.
Day 3	Information available via Windermere's Internet site.
Day 4-11	Open house held for real estate agents.
Day 10 or after	Open house for the public (if applicable).
Day 10 or after	Newspaper advertising is placed as determined in the customized marketing plan.
Day 10	Listing agent begins weekly activity report to seller.
Day 14	Marketing review by agent and seller.
Day 14	Requests for lender's information returned to agent or seller (if requested).
Day 14-90	Agent targets specific buying groups (as decided in marketing plan).
Day 45	Written review of all marketing submitted to seller; parties review price, financing, showings, offers, competition; needed changes are made to adjust to market.
Day 60	Open house held for real estate agents (if applicable).
Day 75	Marketing review.