



2020 Marketing Plan for LENO Apartments: **2477 Pierce Street - \$2,500,000**

- ✓ **Wednesday 11/6/2019** DRAFT Listing Proposal meeting with Michelle
- ✓ **Tuesday 11/12/2019** High definition photo shoot w/ Good Karma Photography
- ✓ **Tuesday 11/19/2019** First Listing Proposal delivered to Seller
- ✓ **Tuesday 12/31/2019** Executed Seller Listing Contract (Michelle & Marianne)
- ✓ **Monday 1/6/2020** Conference Call w/ Michelle & Marianne (8AM-9AM)
- ✓ **Thursday 1/9/2020** Finalize/Mail Notification of Sale letters (English & Spanish)
- ✓ **Tuesday 1/14/2020** Aerial drone photography w/ Good Karma
- ✓ **Wednesday 1/15/2020** Drone photos delivered by Good Karma (end of day)
- ✓ **Thursday 1/16/2020** Kyle posted reminder letters on tenant doors
- ✓ **Friday 1/17/2020** Kyle and Michelle walked majority (15 of 16) of apartments
- ✓ **Friday 1/17/2020** Michelle sent 2019 expense spreadsheet to Kyle
- ✓ **Monday 1/20/2020** Martin Luther King, Jr. Day (tenants might be off of work)
- ✓ **Wednesday 1/22/2020** Drafted financial analysis w/ 2019 EOY expenses
- ✓ **Thursday 1/23/2020** Revised financial analysis w/ 2019 EOY expenses

- **Friday 1/24/2020** Complete marketing brochure/webpage for Seller approval
- **Monday 1/27/2020** Create/Send mass blast email (9,000+ investors/agents)
- **Tuesday 1/28/2020** Prospecting phone calls to area multifamily owners
- **Wednesday 1/29/2020** DST Workshop 11:30 AM at Del Frisco's on Orchard Rd.
- **Wednesday 1/29/2020** Conduct showings at property with interested investors
- **Thursday 1/30/2020** Conduct showings at property with interested investors
- **Wednesday 2/5/2020** Conduct showing at property with interested investors
- **Friday 2/7/2020** Upload Property to the MLS/Loopnet/CoStar/Catalyst
- _____ Conduct additional showings (from marketing efforts and/or MLS)
- **Collect offers throughout February 2020**