



Proposed Marketing Plan (2477 Pierce Street): **Relaunch September 2020 - \$2,650,000**

- ✓ **Tuesday 12/31/2019** Executed Seller Listing Contract (Michelle & Marianne)
- ✓ **Tuesday 2/11/2020** Executed Purchase Contract with Hull Family \$2,725,000
- ✓ **Friday 8/21/2020** Roof Replacement (new decking, new shingles, new vents)
- ✓ **Friday 9/4/2020** High definition photo shoot w/ Good Karma Photography
- ✓ **Wednesday 9/9/2020** Received acceptable air test for attic above #2 & #7

- **Monday 9/14/2020** Courtesy phone calls to January/February offers
- **Tuesday 9/15/2020** Michelle to send updated 2020 YTD expenses (Jan.-June)
- **Wednesday 9/16/2020** Revise marketing brochure/webpage for Seller approval
- **Thursday 9/17/2020** Prospecting phone calls to area multifamily owners
- **Friday 9/18/2020** Upload to Calibrate Real Estate website and blog
- **Monday 9/21/2020** Create/Send mass blast email (9,000+ investors/agents)
- **Tuesday 9/22/2020** Upload to Denver MLS (REColorado) as "Coming Soon"
- **Monday 9/28/2020** Conduct showings with interested investors/Realtors
- **Tuesday 9/29/2020** Conduct showings with interested investors/Realtors
- **Wednesday 9/30/2020** Upload to CREXi Commercial Website
- **Thursday 10/1/2020** Upload Upload Property to Loopnet/CoStar
- **Friday 10/2/2020** Upload Property to Catalyst Commercial Website
- _____ NO to Social Media Ads
- _____ Conduct additional showings (from marketing efforts and/or MLS)
- **Collect offers throughout late September, early October 2020**