

MARKETING CALENDAR – RESIDENTIAL AND LIFESTYLE DELUXE SOLE AGENCY AGREEMENT

MONTH 1 WEEK 1

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Photography and editing of photographs are the priority for the first week in preparation of marketing. The photography is weather dependent and thus difficult to pin to an exact date. Once the photoshoot is complete, it can take up to 4 days to receive the edited camera and drone visuals. While photography is being done, the salesperson will write the advertising copy and present to the vendor/s for review and approval. The salesperson will also be putting the Property Information e-book together and include the visuals when it is ready. The Property Information e-book will also include a copy of the Property Title and extracts from the Council Property File.

WEEK 2

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Listing goes live on online portals: Trademe.co.nz Premium Listing, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz. Facebook advertisement. Photo signboard installed when ready and private viewings scheduled as required.

Open Home (optional)

WEEK 3

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Listing advertised online: Trademe.co.nz Premium Listing, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz. Facebook advertisement.
Private viewings scheduled as required.

Open Home (optional)

WEEK 4

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Vendor Report sent via email

Face-to-face meeting to discuss buyer feedback and statistics

Open Home (optional)

Listing advertised online: Trademe.co.nz Premium Listing and Boost, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz. Facebook advertisement. Private viewings scheduled as required.

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MONTH 2 WEEK 1

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email					
Listing advertised online: Trademe.co.nz Super Feature Listing, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz, Private viewings scheduled as required					

WEEK 2

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email		Face-to-face meeting to discuss buyer feedback and statistics			Open Home (optional)
Listing advertised online: Trademe.co.nz Feature Listing, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz. Facebook advertisement. Private viewings scheduled as required.					

WEEK 3

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email					
Listing advertised online: Trademe.co.nz Feature Listing, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz. Private viewings scheduled as required.					

WEEK 4

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email		Face-to-face meeting to discuss buyer feedback and statistics			Open Home (optional)
Listing advertised online: Trademe.co.nz Feature Listing, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz. Facebook advertisement. Private viewings scheduled as required.					

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MONTH 3 and onwards until sold

WEEK 1

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email					
Listing advertised online: Trademe.co.nz Feature Listing, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz, Private viewings scheduled as required					

WEEK 2

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email		Face-to-face meeting to discuss buyer feedback and statistics			Open Home (optional)
Listing advertised online: Trademe.co.nz Feature Listing, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz. Facebook advertisement. Private viewings scheduled as required.					

WEEK 3

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email					
Listing advertised online: Trademe.co.nz Feature Listing, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz. Private viewings scheduled as required.					

WEEK 4

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email		Face-to-face meeting to discuss buyer feedback and statistics			
Listing advertised online: Trademe.co.nz Feature Listing, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz. Facebook advertisement (until budget exhausted). Private viewings scheduled as required.					

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