

## MARKETING CALENDAR – RESIDENTIAL AND LIFESTYLE ECONOMIC 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. Vendor receive copy of “Sell it yourself” book and one-hour consultation session.

### 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. Cor-flute signboard installed.

### 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.

### WEEK 4

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Vendor Report sent via email

Phone meeting to discuss buyer feedback and statistics

Listing advertised online: Trademe.co.nz Premium Listing and Boost, Haze Real Estate.co.nz, Realestate.co.nz, OneRoof.co.nz. Facebook advertisement.

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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.

### WEEK 2

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email		Phone 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.

### 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.

### WEEK 4

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email		Phone 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.

## MARKETING CALENDAR – RESIDENTIAL AND LIFESTYLE ECONOMIC SOLE AGENCY AGREEMENT

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.					

### WEEK 2

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email		Phone 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)					

### 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.					

### WEEK 4

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Vendor Report sent via email		Phone 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.					