

Marketing Timeline - Clint Lukens Realty

Prepared For:	Key Bank
Prepared By:	Clint Lukens
Property Address:	417-441 E Avenue Q3, Palmdale, CA

○	– Work Begins
Π	– Work in Progress
X	– Work Completed

Marketing Action	Month 1				Month 2					Month 3				Month 4				Month 5				Month 6					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
Week Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
Prepare Marketing Brochure	○																										
Property in Loopnet and MLS	○	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	X
Agent Mailer				X				X					X					X					X				X
<i>Mailer Follow up</i>					X				X					X					X					X			X
Geographical Mailer		X		X		X		X		X		X		X		X		X		X		X		X		X	
<i>Mailer Follow up</i>			X		X		X		X		X		X		X		X		X		X		X		X		X
Advertising – <i>Los Angeles Times</i>			X					X						X					X					X			X
Outside Broker Mailer		X	X	X							X	X	X							X	X	X					
<i>Mailer Follow up</i>			X	X	X							X	X	X						X	X	X					
Agent tour of property		X		X		X		X		X		X		X		X		X		X		X		X		X	
Weekly Feedback to Seller	○	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	X
Cold Calls to potential Buyers	○	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	X
Individual agent presentations		○	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	Π	X
Special Events – Investors Symposium	AS SCHEDULED																										