

Sample Marketing Schedule with Deadlines for Office Support

Blue: Thursday Broker's Open (Berkeley, El Cerrito, Rockridge) Green: Monday Broker's Open (Oakland)

Week	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1		<p>1:30 Let agents know about upcoming listing and ask for help with REV for next Monday. *Please, fill out "New Listing Information" form and make a copy for staff. 3:00 Order Labels from Title Company for New Listing Card.</p>	<p>5:00 Deadline for photographer to take pictures- once they are in get them to Staff ASAP. If using Planomatic, schedule with at least 3 days' notice if possible.</p>	<p>3:00 Email pictures to Staff (or earlier if you have them, ASAP).</p>	<p>10:00 Deadline to order web rider for Wednesday pick up. 12:00 Deadline to get Maggie the Hill's picture ad for week #2's Friday. 12:00 Deadline to submit flyer text and pictures to Maggie.</p>	<p>10:00 Deadline to submit New Listing Cards 1:00 Deadline to order Sign and Post. 3:00 Leave message/email reminding agents about REV on Monday. 5:00 Ad Review (for next Saturday's tour)</p>	
2		<p>10:00 Deadline to order Flyers & New Listing Cards 12:00 Deadline to have picture ad in the Chron. 1:30 Office meeting: announce new listing, and go to REVS.</p>	<p>10:00 Deadline to have MLS sheet to Staff. (If you enter it, let Staff know it's in.)</p>	<p>*Have Sign installed. (order Friday before) 10:00 Deadline for open home guide on Sunday. 12:00 Deadline to have text ad in for the Chron. 2:00 Deadline to send out broker's open blast for Thursday. 3:00 Deadline for Ad Review Update</p>	<p>*Have Sign installed. (order Friday before) 9:30-12 Broker's Tour 3:00 Enter listing in MLS.</p>	<p>12:00 Deadline to send out broker's open blast for Monday.</p>	
3	<p>2:00-4:00 Open House</p>	<p>10-1:30 Broker's Tour</p>					