

PROPERTY MARKETING PLAN

2014 Fairfax Avenue
Richmond, Virginia 23224

www.2014Fairfaxavenue.com

LOCAL EXPOSURE

ACTIVITY	STRATEGY	DATE
OPEN HOUSE	We will host (2) open houses at Fairfax Avenue. One open house will be marketed specifically to neighbors and extended community members	TBA (To be announced)
LISTING CARDS	Custom listing cards with property information will be developed. We will have 100 full color postcards created. The postcards will be sent to neighbors and other agents	2/9/16
BUZZ CREATION	Rumor Mill Strategy: We will go to neighbors and encourage them to pick their neighbor. (We have already contact homeowner at 2000 Fairfax Avenue a 30 year resident to talk about the neighborhood)	2/6/16 and ongoing
EMAIL BLAST	We will create a custom email to promote open house, food drive and the property. We will send out 3 email blast to a total of 15, 000 email addresses	First Email 2/8/16 Emails sent once per week as needed



WEB BASED MARKETING

ACTIVITY	STRATEGY	DATE
WEB PRESENCE	<p>We will put 2014 Fairfax Avenue as a feature property on www.tarahanddamon.com With site view of 150 visitors a day from the Greater Richmond area, it will provide key visitors to site.</p> <p>The featured listing page on each site will require email to view the page.</p>	2/2/15
ANALYTICS	<p>We will track property views, location of viewers and if property page was forwarded through social media</p>	Ongoing
SOCIAL MEDIA	<p>Regular post will be made on Twitter using (3) different Twitter accounts</p> <p>Linkedin, Facebook and Instagram will also be utilized</p>	Ongoing



PRINT ADVERTISING

ACTIVITY	STRATEGY	DATE
PROPERTY SHEET	We will design and print a full color property sheet. Sheet will have large pictures, personal comment section and key property specs	2/2/16
PROPERTY POSTCARD	Custom listing cards with property information will be developed. We will have 250 full color postcards created. The postcards will be sent to neighbors, buyers and real estate agents	2/9/16



PROPERTY WEBSITE

ACTIVITY	STRATEGY	DATE
WEBSITE	<p>A single property will be created. The site will exclusive highlight Fairfax Avenue. It will have easy access to scheduling, property specs and agent contact information.</p> <p>We will utilize the website in all promotions and print materials</p>	2/3/13

