

Marketing.

The key to a successful sale.

PROPOSED MARKETING CAMPAIGN - AUCTION PROGRAM

Week 1	<ul style="list-style-type: none">* Auction Photo Sign* Window Display* 'Just Listed' Letter Box Drop* Internet Advertisements<ul style="list-style-type: none">- realestate.com.au feature property* Sales Team Inspection* Email to all Database Colour Brochure* Saturday Chronicle - Pictorial Advertisement* Open House	
Week 2	<ul style="list-style-type: none">* Saturday Chronicle – Pictorial Advertisement Quarter Page* Open House* Written Report	
Week 3	<ul style="list-style-type: none">* Midweek Chronicle - Property Profile (no date specified)* Saturday Chronicle - Pictorial Advertisement* Open House* Written Report	
Week 4	<ul style="list-style-type: none">* Written Report* Title Search* Meeting between Seller & Auctioneer – Strategy & Reserve Setting Meeting* Saturday Chronicle - Pictorial Advertisement & Open House* Auction on Site	
Week 5	<ul style="list-style-type: none">* Follow up all buyer contacts and inform of Auction result* Relaunch Broadcast Email* Written Report	
Week 6	<ul style="list-style-type: none">* Saturday Chronicle - Pictorial Advertisement* Open House	
OPTION	<ul style="list-style-type: none">* Professional Photography	\$198

PAYMENT OPTIONS

Option 1



Total Cost \$1,728.50

Six Month Payment Plan direct to 'The Chronicle' with the first payment drawn one month after the first advertisement is placed.

Option 2



Total Cost \$1,555.65

Paid within 14 days

Bank of Queensland
Century 21 Marsden Realty
BSB 124-001
Account Number 20 111 294
Reference/Description: (Your Address)
Eg 10 Smith Street

Option 3



Cash/Cheque

Total Cost \$1,555.65

Paid within 14 days

Cheques payable to Century 21 Marsden Realty Trust a/c

We hereby agree to pay the amount of _____

Seller

Seller

Date

