

# The First 30 Days

## Preparation

Create a vision of what can be with outlines and graphics as well as web work that begins to paint the picture of the potential of owning a home on this property.

Professional videos including many features not included on original. Go beyond the land in the video. Intro by Jim that tells the story and shares the emotion.

Incorporate architectural elements as discussed into the marketing plan and graphics.

Meet with Corcoran Group to introduce listing to NYC.

Additional bounce to plan with Global Luxury advice / proven ideas.

Immediately build and grow Mendham social media presence, town videos, quality of life segments for Mendham and surrounding areas.

Strategically partner with Jim Downs to tell the story, full plan to be discussed upon signing listing agreement; Included at this phase is ability to introduce more than land and sunset photos; Outlines to visualize the dream; Theme for campaign; Ability to compel.

Prepare marketing brochures for mailing and mail once signed on.

Obtain the architectural elements discussed, **and NOTE – WE DISCUSSED PHOTOS FOR THE PROJECT – COLDWELL BANKER GLOBAL LUXURY PURCHASED OVER 750 PHOTOS FOR THIS VERY PURPOSE THAT ARE AVAILABLE TO US FOR IMMEDIATE USE.** The photos in the book we reviewed yesterday plus many more are available for our use.

## List Property

With above plan in place, list this property.

Contact top realtors in tri-state area via email blast, mailing, and other venues for select broker open house – to a day the weather is set to be perfect. Fully catered, invite attorneys and title company as well. Extend hours, create an outdoor attraction to the gazebo.

Using Wealth Tool mass mail home brochure to selected recipients based upon chosen criteria.

Discuss local neighbor sunset cocktails.

Check in with participants at both levels, follow up.

Simultaneously, The CB Global Luxury campaign cycle commences.

Start the campaign.

Follow up weekly with Jim Downs on progress, feedback.

Reassess every 30 days.

**Obviously this is an outline and details will be created and formalized at signing.**

**When you hire Marie Young, you additionally get over 100 years of proven leadership, cutting edge technology that makes Coldwell Banker the leader in Brand Power, Global Connections, Luxury Leadership, Marketing Masters, and the entire Global Luxury Team**