

CALL PLAN FOR A NEW LISTING

Weeks 1-4: Target Nearby and Interested Buyers

- 1 Neighboring property owners
- 2 Likely buyers (**past interest, inquiries**)
- 3 Call potential uplegs owners with similar recent transactions (**last 179 days**)
- 4 Call potential uplegs with different property types (**last 179 days**)



Weeks 5-8: Expanding Outreach

- 5 Owners in the market with slightly **less comparable** properties
- 6 Owners in the market with slightly **less comparable** properties
- 7 Owners with **different product types** in the area
- 8 Owners with **different product types** in the area



Weeks 9-13: Reach Out to Investors and Expand Nationwide

- 9 Investors and brokers who showed **early interest**
- 10 Investors with similar properties **outside the immediate area**
- 11 Potential uplegs with recent similar transactions (**last 179 days**)
- 12 Potential uplegs with recent similar transactions (**last 179 days**)



CALL 200

- 13 Owners **nationwide** with properties in a similar tenant or industry



Weeks 14-18: Retargeting & Broker Outreach

- 14 Owners in the **immediate area** with updates
- 15 From the “**active buyer**” list
- 16 Call owners within **30+ miles** who own investment property
- 17 Investors and brokers with **mid-term** interest
- 18 Call **top brokers** in the area via Costar



Weeks 19-23: Final Market Push

- 19 Potential uplegs with **recent transactions**
- 20 Potential uplegs with **recent transactions**
- 21 Owners in the market with **slightly less comparable** properties
- 22 Owners in the market with **slightly less comparable** properties
- 23 Owners in the market with **slightly less comparable** properties



Weeks 24-26: Final High-Value Outreach

- 24 Call tenants in similar spaces & potential **high-net-worth** first-time buyers
- 25 **Retarget** updated “active buyers” and investors/brokers with long-term interest
- 26 **Retarget** updated “active buyers” and investors/brokers with long-term interest

