Business Plan

Marketing Plan					
Acquisition Activities	Frequency	Budget per month	Total Budget		
CRM	Monthly				
DLs	Weekly				
Letters	Weekly				
Printed Newsletter	Monthly				
Social	Posting three times per week				
Video content	Creating three per month				
Email Newsletter	As required				
Website	As required				
SMS					
	As required				
Banner Ads	Monthly				
TOTAL					
Prospecting Plan					
	Vendors	Target	Buyers	Target	
Daily	Active Vendors		Hot Buyers		
- ,	Pipeline		Buyers Agents		
	Core Area		Enquiries		
Weekly	Expired Listings		OFIs		
	Just Listed				
	Just Sold		Letters		
Quarterly	Past Purchasers		Neighbourhood		
	Past Appraisals		Buyer		
	Past Vendors		Just Listed		
	Archived Landlords		Just Sold		
	Archived Landiords				
			Newsletter		
	-				
Sales Plan			_		
Off Market	Week 1	Week 2			
Inspections	10	5			
Price feedback					
THE TECHDACK					
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On Market	Week 1	Week 2	Week 3	Week 4	
Set to Sell Meeting (face to face)					
Price Revision					
Launch					
BAPs	3	3	3	3	
OFI Thursday					
OFI Saturday					
1st round call backs					
Selling Price	Identify	Review	Review	Review	
Offers	2	2	1	Sold	
Vendor Report					
2nd round call backs					
Vendor Face to Face Meeting					-
			II I		
Readiness to Sell					
Readiness to Sell		<u> </u>	L		
Readiness to Sell Vendor Face to Face Meeting Agenda					
Readiness to Sell					
Readiness to Sell Vendor Face to Face Meeting Agenda					
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation					
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price					
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing					
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service					
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing		On Market			
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service		On Market Pre Auction			
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service		On Market Pre Auction Exchange			
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service		On Market Pre Auction			
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service		On Market Pre Auction Exchange			
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service	Documented	On Market Pre Auction Exchange Settlement			
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player	Documented	On Market Pre Auction Exchange Settlement Followed By All	Effective		
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff	Documented Name	On Market Pre Auction Exchange Settlement Followed By All	Effective		Admin
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff Leadership	Documented Name Director	On Market Pre Auction Exchange Settlement Followed By All Title	Effective	PM	Admin
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff Leadership Job Descriptions	Documented Name Director	On Market Pre Auction Exchange Settlement Followed By All Title	Effective	PM	
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff Leadership Job Descriptions Remuneration/Packages	Documented Name Director	On Market Pre Auction Exchange Settlement Followed By All Title	Effective	PM	
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff Leadership Job Descriptions Remuneration/Packages Onboarding Program	Documented Name Director	On Market Pre Auction Exchange Settlement Followed By All Title BDM D D D D D D D D D D D D	Effective	PM	
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff Leadership Job Descriptions Remuneration/Packages Onboarding Program Probation Review	Documented Name Director	On Market Pre Auction Exchange Settlement Followed By All Title BDM D D D D D D D D D D D D	Effective Leasing Long Long	PM D	
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff Leadership Job Descriptions Remuneration/Packages Onboarding Program	Documented Name Director	On Market Pre Auction Exchange Settlement Followed By All Title BDM D D D D D D D D D D D D	Effective	PM D	
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff Leadership Job Descriptions Remuneration/Packages Onboarding Program Probation Review	Documented Name Director	On Market Pre Auction Exchange Settlement Followed By All Title BDM D D D D D D D D D D D D	Effective Leasing Long Long	PM D	
Readiness to Sell Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff Leadership Job Descriptions Remuneration/Packages Onboarding Program Probation Review Annual Performance Review	Documented Name Director	On Market Pre Auction Exchange Settlement Followed By All Title BDM D D D D D D D D D D D D	Effective Leasing Long Long	PM D	
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff Leadership Job Descriptions Remuneration/Packages Onboarding Program Probation Review Annual Performance Review Letter of Offer	Documented Name Director	On Market Pre Auction Exchange Settlement Followed By All Title BDM D D D D D D D D D D D D	Effective Leasing Long Long	PM D	
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Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff Leadership Job Descriptions Remuneration/Packages Onboarding Program Probation Review Annual Performance Review Letter of Offer Induction Checklist Onboarding Program	Documented Name Director	On Market Pre Auction Exchange Settlement Followed By All Title BDM D D D D D D D D D D D D	Effective Leasing Long Long	PM D	
Vendor Face to Face Meeting Agenda 1 Price 2 Presentation 3 Marketing Service After Sales Service Operations Marketing Prospecting Sales Service Team Leadership Finance/Accounting Team Overview Owner/Rainmaker Leader Manager Player Support Staff Leadership Job Descriptions Remuneration/Packages Onboarding Program Probation Review Annual Performance Review Letter of Offer Induction Checklist	Documented Name Director	On Market Pre Auction Exchange Settlement Followed By All Title BDM D D D D D D D D D D D D	Effective Leasing Long Long	PM D	