

# REAL ESTATE: Sales and Marketing Plan for Lindsey Harn Group

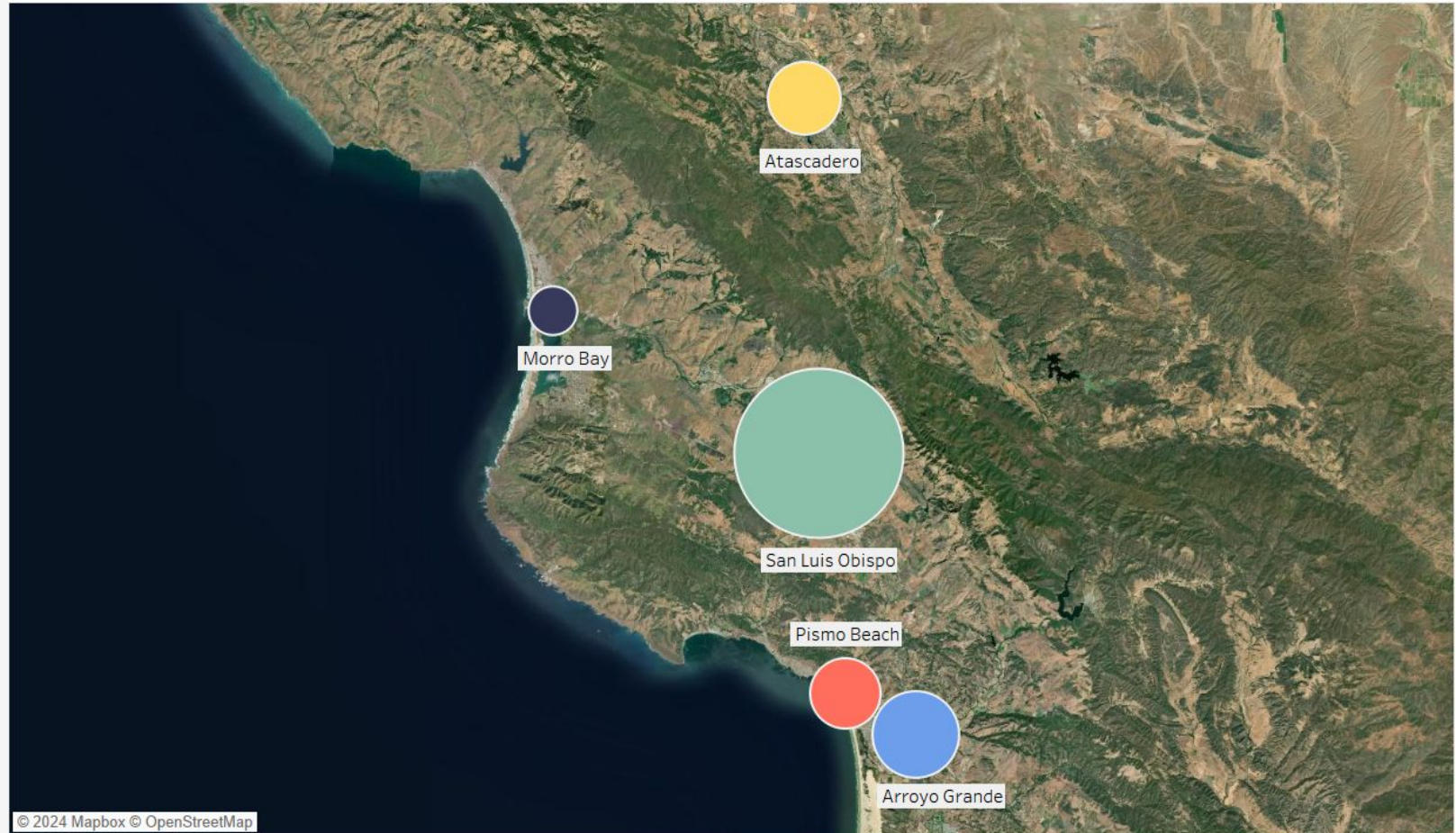
By: Tyler Clyde, Brendan Davis, Cory Elliott



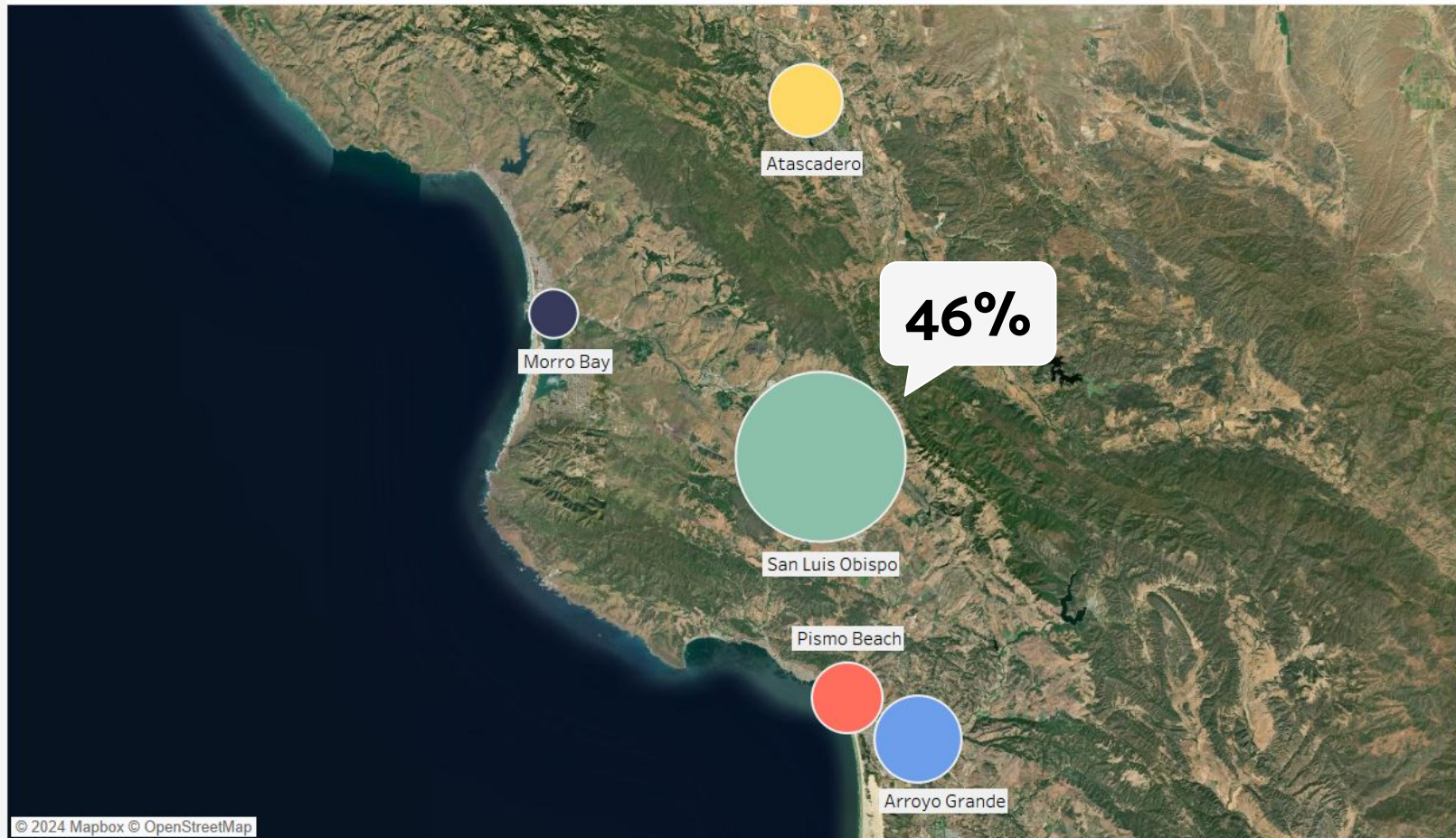


# 01. Cities Specific Cities in SLO County

## Top 5 Cities By Sales

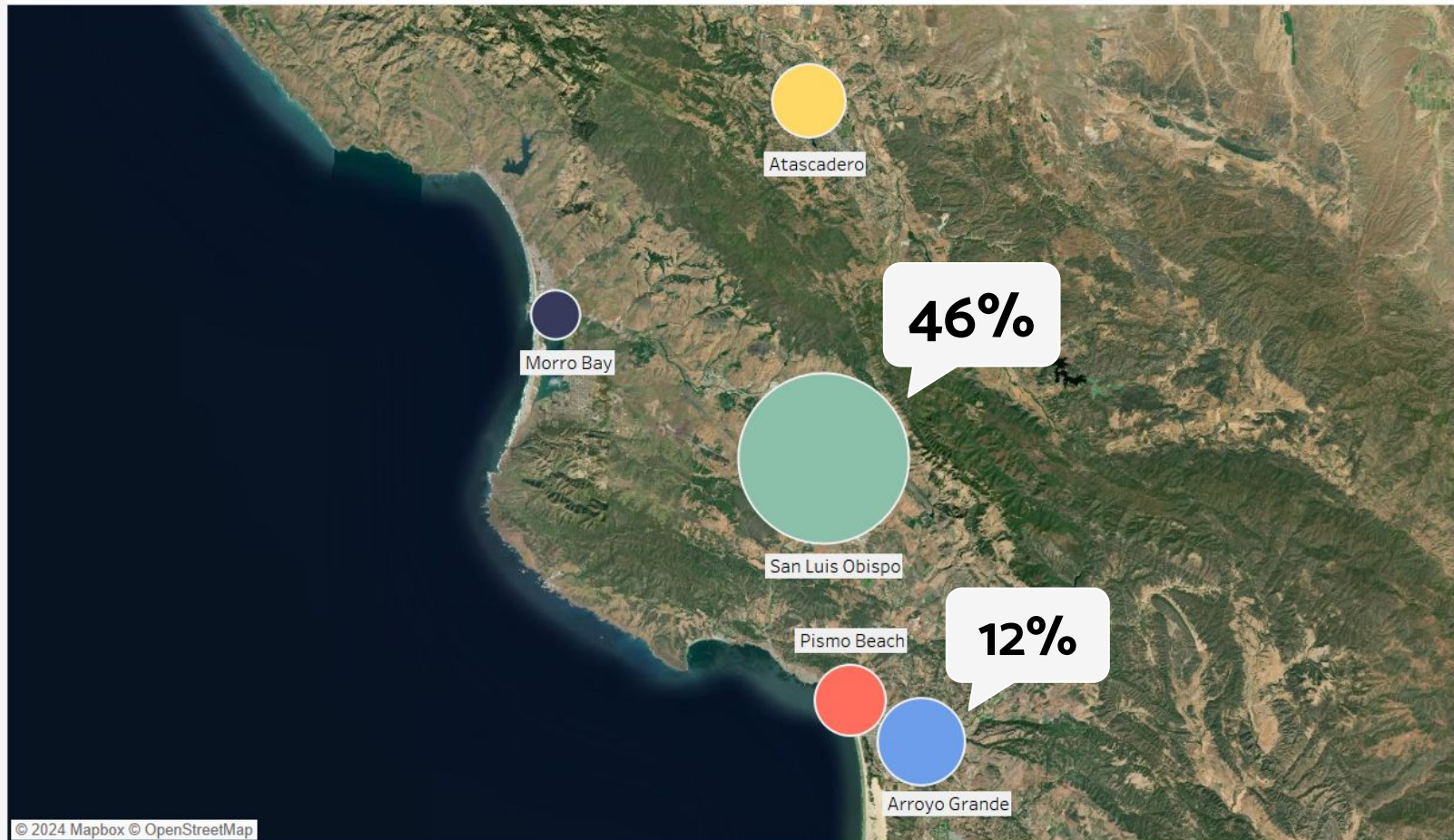


## Top 5 Cities By Sales

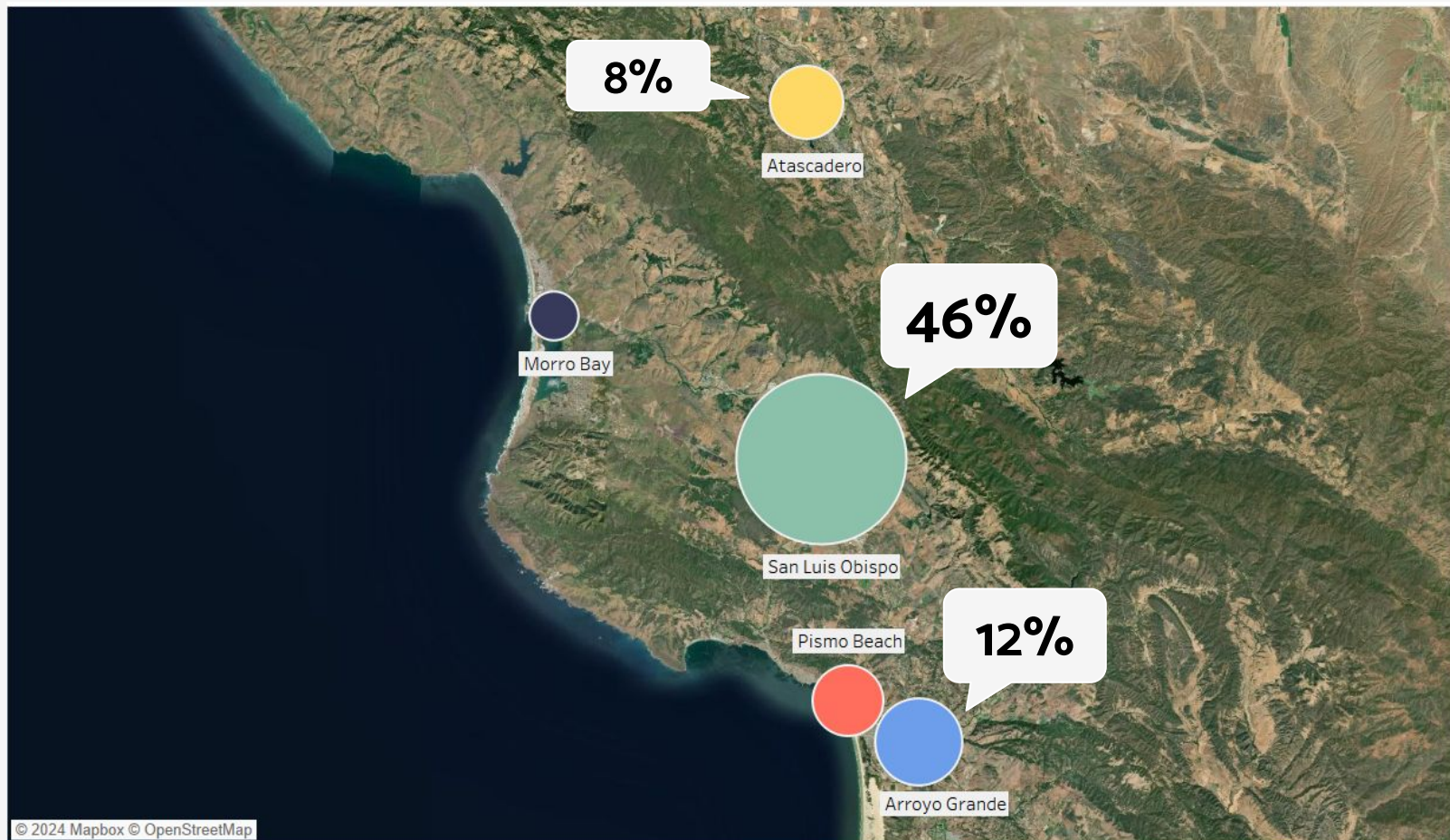




## Top 5 Cities By Sales



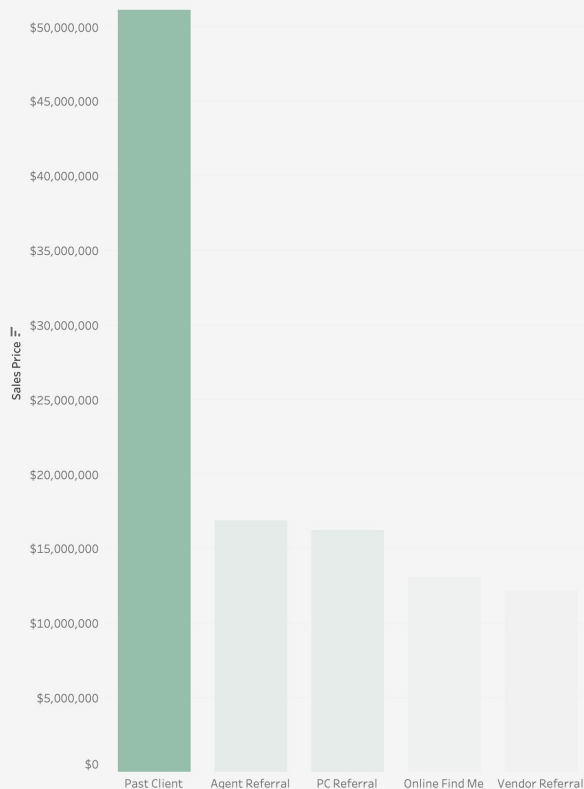
## Top 5 Cities By Sales





## 02. Leads SOURCES FOR LEADS

# Top 5 Sources in SLO County



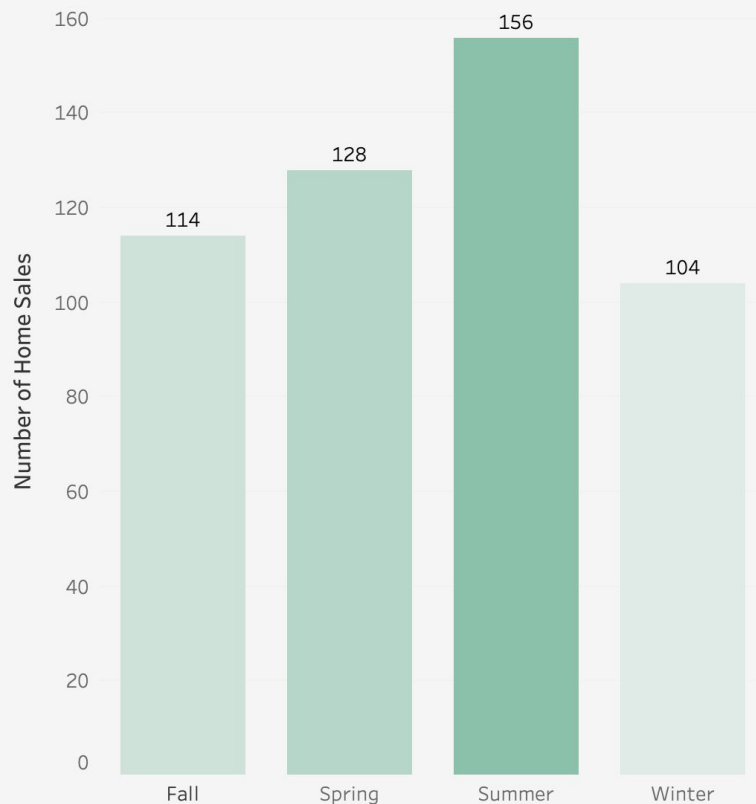
Past Clients  $\approx$  **10%** of  
total sales in SLO County





## 03. Season TIME OF YEAR

# Summer is the Most Important Selling Season

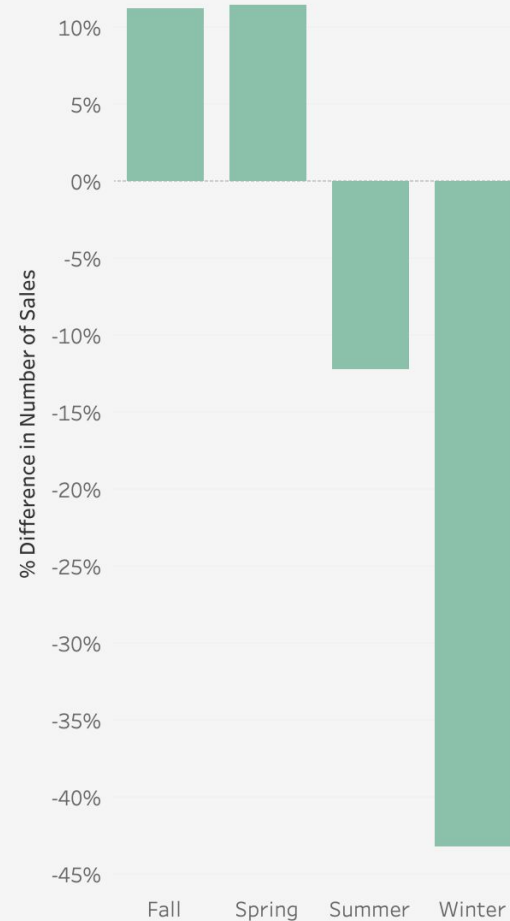


Summer sales  $\approx$  39% of total sales

High summer sales correlate with Cal Poly student enrollment season

# Comparing 2023 to 2022 Sales: Potential to Improve Consistency Season to Season

(Graph comparing seasonal sales from 2023 to 2022)



# OUR MARKETING PROPOSAL

## CITY

Increase marketing to potential buyers in San Luis Obispo, Arroyo Grande, and Atascadero

## LEADS

Reach out to previous clients regularly to keep LHG in the back of their minds when they think of selling or buying

## SEASON

Increase marketing in Spring to maximize Summer success

Investigate the chance to increase outreach during the slower months



Thank you!