

REAL ESTATE:

Sales and Marketing Plan for Lindsey Harn Group

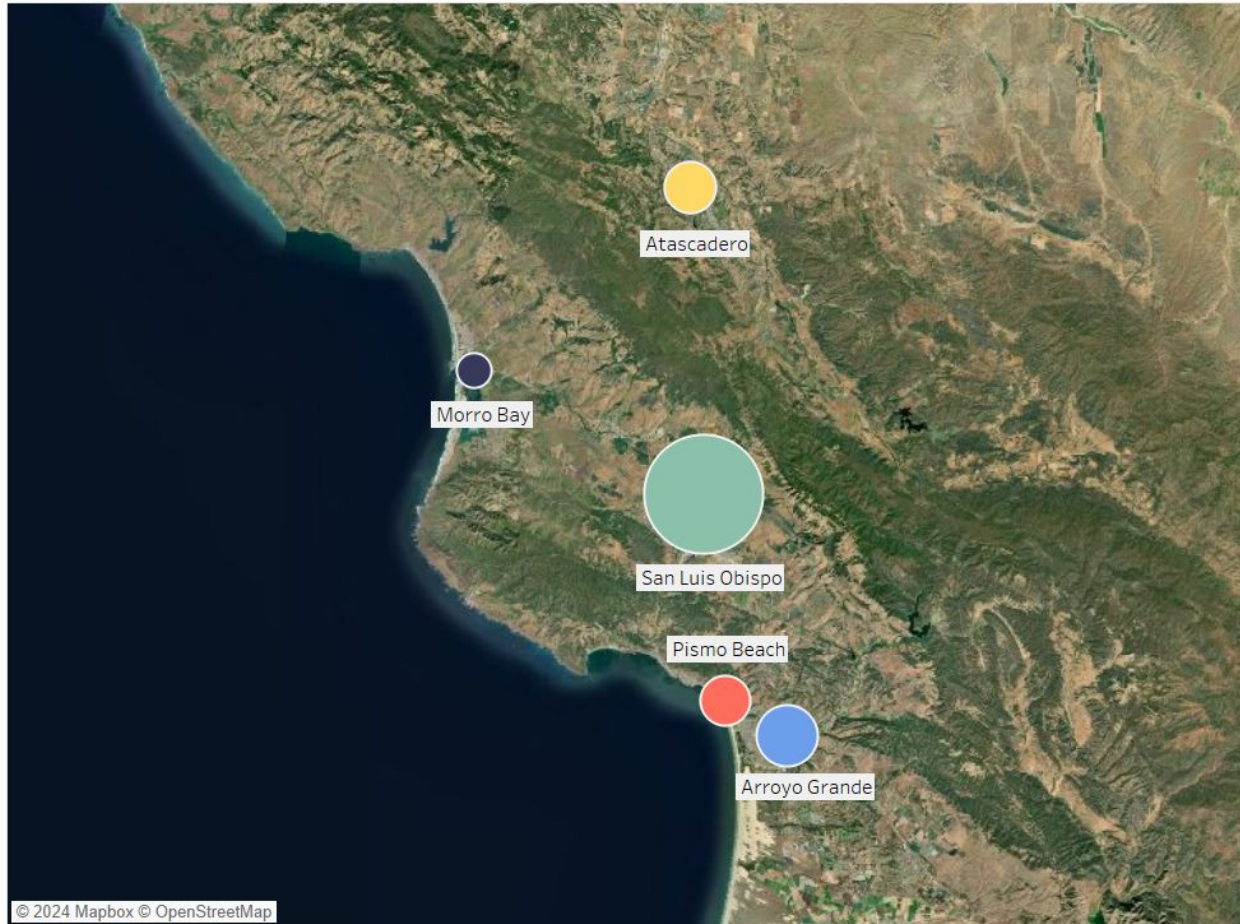
By: Tyler Clyde, Brendan Davis, Cory Elliott





01. Cities Specific Cities in SLO County

Top 5 Cities By Sales



• Proportion of Property Sales by City •

**San Luis
Obispo**

46%



**Arroyo
Grande**

12%



Atascadero

8%





02. Leads SOURCES FOR LEADS

Top 5 Sources in SLO County 2021-2023

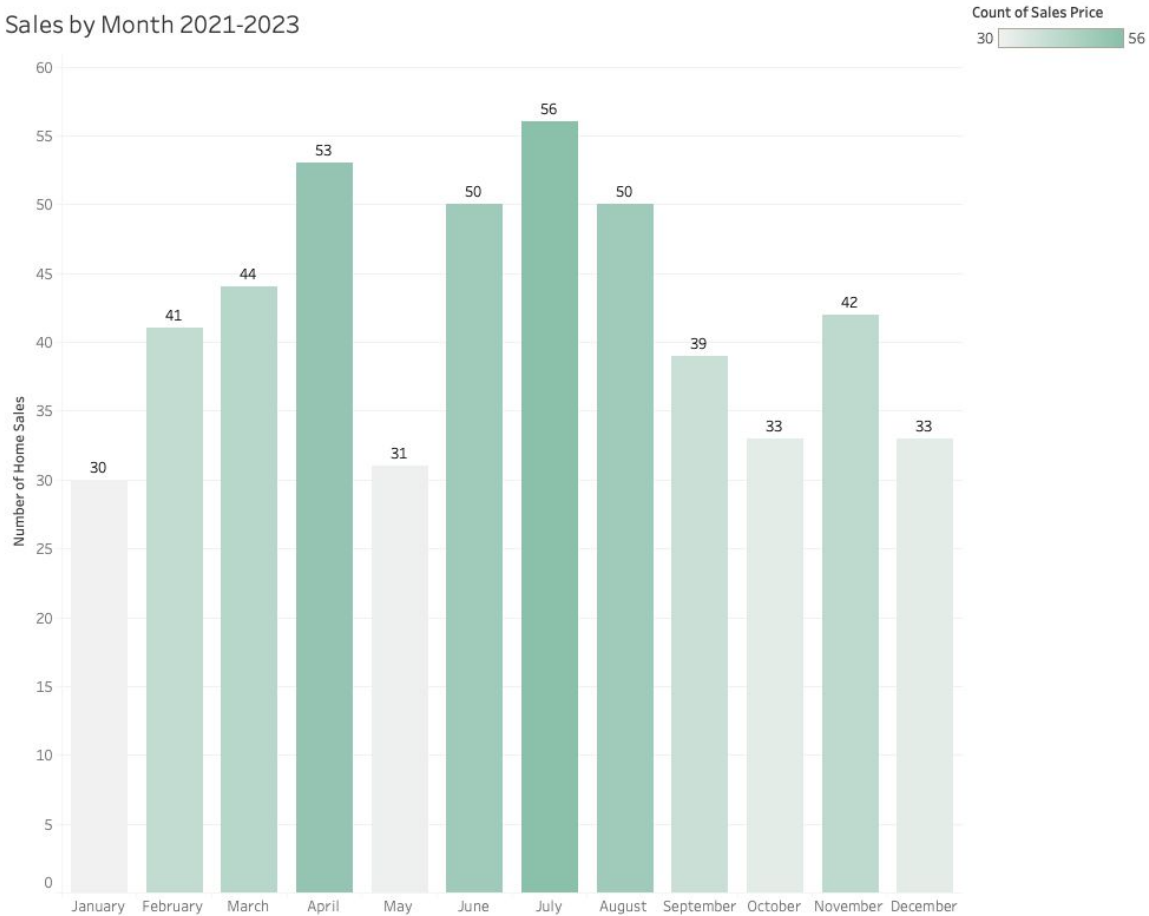


Past Clients \approx **10%** of
total sales in SLO County



03. Season TIME OF YEAR

Sales by Month 2021-2023



Summer is the most important selling season

Summer sales \approx **39%** of total sales

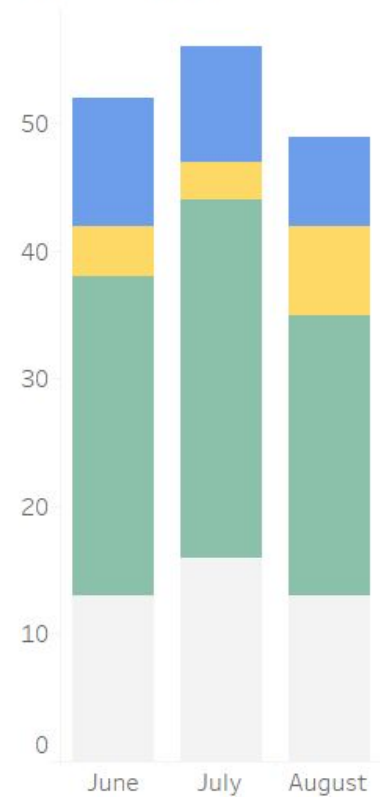
High summer sales correlate with Cal Poly student enrollment season

Summer's Strongest Sales Territories

Count of Properties Sold, 2021-2023

City

- Arroyo Grande
- Atascadero
- San Luis Obispo
- Other Cities



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!