Autumn Trails: Presale Checklist

## August - 3-4 Months Out: Build VIP List (Sneak Peek)

* Set Grand Opening Date @marissahielkema1 @sarahtitus5
* Write Community Page copy @marissahielkema1
* Community on website (COMING SOON) @sarahtitus5
* Add Grand Opening Event to Website @marissahielkema1
* On-site signage (COMING SOON) @sarahtitus5
* Compile Mailing List - Sales Agent
* Social Media Posts & Eblasts – Sales Agent & MarketingJuly 20th – Sneak Peek Event (Summer Picnic) – Sales Agent

## September - 2 Months Out: Ramp Up

* Host Sneak Peek Event – September 5th 5-7pm - @marissahielkema1
* Save the Date Postcards - @marissahielkema1
* Social Media Posts & Eblasts – Sales Agent & Marketing
* “Coming This Season” Blog Post (Featuring Next Season's Launches) @marissahielkema1
* Google Ads @sarahtitus5
* Facebook & Instagram Ads @marissahielkema1
* Zillow Grand Opening Promotion (45 Days) @sarahtitus

## October - 1 Months Out: Prepare

* Phone Calls/Emails to Prospects/Contacts/VIP List – Sales Agent
* Social Media & E-Blasts – Join us Next Week + Highlight – Sales Agent & Marketing
* TV Segment (Shoot 2 weeks prior to GO, Air Week Of GO) @sarahtitus5
* Provide Pricing to Attendees of Grand Opening - Sales Agent
* Set Pricing/Contract Appointments at Event for next 7-10 days - Sales Agent

## November - Month of Grand Opening

* Grand Opening Event – November 2nd 1-4pm – Sales Agent
* Update Community Signage (NOW OPEN) @sarahtitus5
* Update Website and Ads (NOW OPEN) @sarahtitus5
* Social Media & E-Blasts – Sales Agent (Example: We’ve sold X homes in our new phase, reserve your home today!)

## After Grand OPening: Follow Up

* Walk Sites with VIPS’s – Sales Agent
* Sign Contracts - Sales Agent
* 2 Weeks After GO- Email "We sold x number of homes" Sales Agent & Marketing
* Update Community Signage (NOW OPEN) @sarahtitus5
* Update Website and Ads (NOW OPEN) @sarahtitus5
* Upload Pricing to Zillow @sarahtitus5
* Social Media & E-Blasts – Sales Agent (Example: We’ve sold X homes in our new phase, reserve your home today!)