**Pre-Sale**

[Delete](https://trello.com/c/NGz4AbtV/11-spring-lake-cc-phase-1)

0%

120 Days Out: On-site signage @sarahtitus5

120 Days Out: Community on website (no pricing or specifics) @sarahtitus5

100 Days Out: Community Video @marissahielkema1

100 Days Out: Set Preview Event Date @marissahielkema1

100 Days Out: Set Grand Opening Date @marissahielkema1 @sarahtitus5

90 Days Out: Google Ads @sarahtitus5

90 Days Out: Facebook & Instagram Ads @marissahielkema1

50 Days Out: Maybe a TV Special? @sarahtitus5

50 Days Out: Blog Post @marissahielkema1

**Ramp Up Checklist**

[Delete](https://trello.com/c/NGz4AbtV/11-spring-lake-cc-phase-1)

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30 Days Out - Upload Pricing/Push to Website @sarahtitus5

30 Days Out - Preview Event Email @marissahielkema1

20 Days Out- Postcards get sent out @marissahielkema1

20 Days Out - Have printed Plat Plans for Preview Event @sarahtitus5

**Preview Event & Prep GO**

[Delete](https://trello.com/c/NGz4AbtV/11-spring-lake-cc-phase-1)

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Preview Event- Sales Agent, us as needed

1 Day After - Grand Opening on Website @sarahtitus5

1 Day After - Update Blog @marissahielkema1

1 Day After- VIP list receives new information @marissahielkema1

Write Community Page copy @marissahielkema1

**Grand Opening & Follow Up**

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1 Week After VIP Event - Grand Opening Event

1 Day After GO- Add Community to MLS @sarahtitus5

Update Community Signage @sarahtitus5

Update Blog Post @marissahielkema1

Update Google Ads @sarahtitus5

Update Facebook and Instagram Ads @marissahielkema1

1 Week After GO- Press Release

2 Weeks After GO- Email "We sold x number of homes" @marissahielkema1