

SCHEDULE WITH PUBLIC LISTING DATE

	Date	Task
<input type="checkbox"/>	4/25/18	Finalize goals, schedule & establish list price
<input type="checkbox"/>	4/28/18	Contract to be signed
<input type="checkbox"/>	4/29/18	Stage home
<input type="checkbox"/>	5/1/18	Home to be considered SHOW READY
<input type="checkbox"/>	5/1- 5/14	Gibson Sotheby's Office Meetings in Boston - Introduce home to other agents
<input type="checkbox"/>	5/2 @ 2pm	Photo and Video Shoots
<input type="checkbox"/>	5/7 - 5/11	Publish website
<input type="checkbox"/>	5/8/18	AGENT PAID Facebook Ad Campaign begins announcing House & Open House
<input type="checkbox"/>	5/8/18	Go live on MLS
<input type="checkbox"/>	5/10/18	Submission due for Hometown Weekly Print Ad introducing property
<input type="checkbox"/>	5/10/18	Participate in Broker Open House tour (10:30 - 12noon Lunch provided)
<input type="checkbox"/>	5/10/18	Gibson Sotheby's E-Blast introducing property & announcing 1st Open House weekend to 10,000 recipients
<input type="checkbox"/>	5/15/18	4x6 Hometown Weekly Print Ad run - 6 surrounding towns introducing home and announcing open house (Needham, Dover-Sherborne, Westwood, Medfield, Canton, Walpole)
<input type="checkbox"/>	5/10/18	Postcard mailer introducing home - circumference
<input type="checkbox"/>	5/8/18	MLS Reverse Prospecting to agents who have an active client search suggesting your property
<input type="checkbox"/>	5/12/18	First Open House (2 hours)
<input type="checkbox"/>	5/13/18	Second Open House (2 hours)
<input type="checkbox"/>	As needed	*Additional Open Houses held monthly, all announced on Gibson Sotheby's E-Blast (10,000 recipients)