

SCHEDULE WITH PUBLIC LISTING DATE

COMPLETED	DATE	TASK
	7/25	Finalize goals, schedule & establish list price
	7/28	Contract to be signed
	7/29	Stage home
	8/1	Home to be considered SHOW READY
	8/1 - 8/14	Gibson Sotheby's Office Meetings in Boston- Introduce home to other agents
	8/2 @ 2pm	Photo Shoot, Video Shoot
	8/7	Publish website
	8/7 - 8/11	AGENT PAID Facebook Ad Campaign begins announcing House & Open House
	8/8	Go Live on MLS
	8/8	Submission due for Hometown Weekly Print Ad introducing property
	8/10	Participate in Broker Open House tour (10:30 - 12 noon - lunch provided)
	8/10	Gibson Sotheby's E-Blast introducing property & announcing 1st Open House weekend to 10,000 recipients
	8/10	4X6 Hometown Weekly Print Ad run - 6 surrounding towns introducing home and announcing open house (Needham, Dover- Sherborne, Westwood, Medfield, Canton, Walpole)
	8/15	Send Glossy Brochures to all Massachusetts Sothebys Offices
	8/10	Postcard mailer introducing home - circumference
	8/8	MLS Reverse Prospecting to Agents who have an active client teach suggesting your property
	8/12	First Open House (2 Hours)
	8/13	Second Open House (2 Hours)
	As Needed	*Additional Open Houses held monthly, all announced on Gibson Sotheby's E-Blast (10,000 recipients).