

Insert your logo here

**Jackie Leavenworth**  
**ABR, CRB, CRS, GRI**  
**Customized Marketing Plan of**  
**Action**

**Designed for: Mr. & Mrs. Smith**  
**10211 Van Aken Blvd. Shaker Hts.**

Every real estate agent should: Put a sign in your yard  
Put an ad in the paper &  
Put your home in the MLS

In addition to these standard marketing techniques, I have  
designed the following customized plan of action for your home:



**WEEKS 1 & 2**

Public Open House  
Neighborhood networking  
Home-line  
flyers  
Home Tour  
Market to active REALTORS®  
Just Listed postcards

Broker's Tour  
Homes Guide  
Distribute full-color  
  
Howard Hanna.com  
REALTOR®.com

**WEEKS 3 & 4**

Schedule TV Open House  
Target market swimmers  
Target market gourmet cooks  
Market other real estate affiliates

