

PROMOTIONAL MOVES
Integrated Pressure Points

COMMUNICATION AND CONVERSATIONAL MEDIA

Reach
Frequency



REALTOR CHANNEL

WEB CHANNEL

REFERRAL CHANNEL

Calls
Appointments
Visits

Traffic/Click Thru Rate
Registrants
Appointments
Visits

Referrals
Appointments
Visits



NEIGHBORHOOD PRESENTATION

Directional Signage
Merchandising



REALTOR VISITS

NON-REALTOR VISITS

First Visits
Subsequent Visits

First Visits
Subsequent Visits



REALTOR CONTRACTS

NON-REALTOR CONTRACTS



REALTOR CLOSINGS

NON-REALTOR CLOSINGS