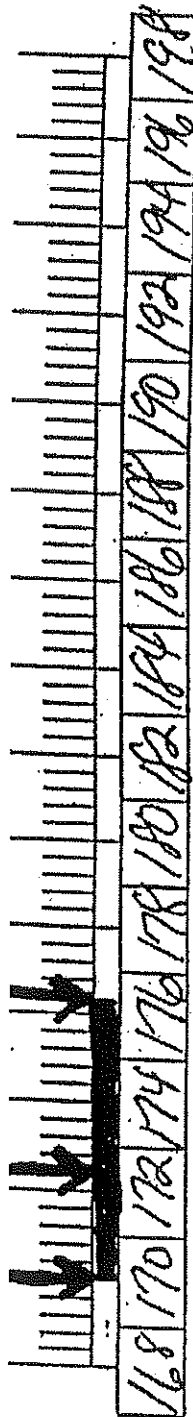


COMPETITIVE PRICE LINES

Recently Sold

Each mark indicates the actual selling price of a property in the competitive range.



Currently For Sale

Each mark indicates the list price of a competitive property now on the market.



Did Not Sell

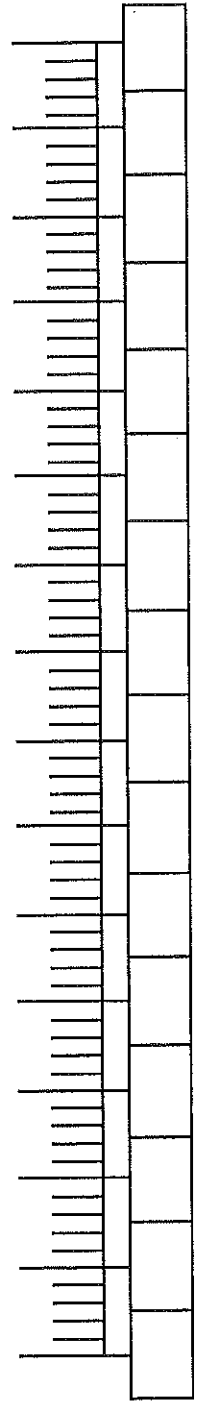
Each mark indicates the finalist price of a property that was offered for sale but did not sell.



COMPETITIVE PRICE LINES

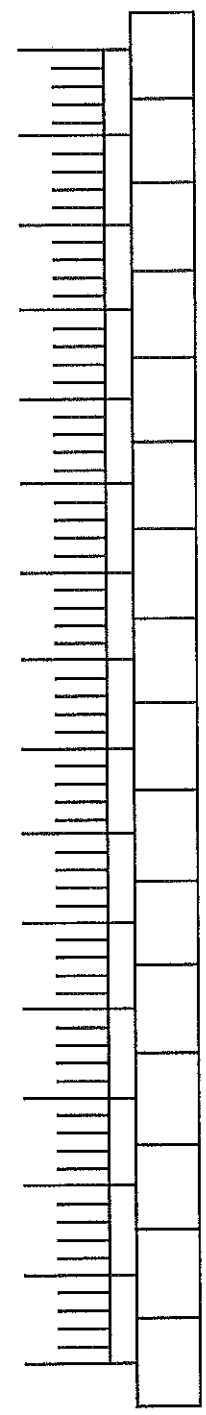
Recently Sold

Each mark indicates the actual selling price of a property in the competitive range.



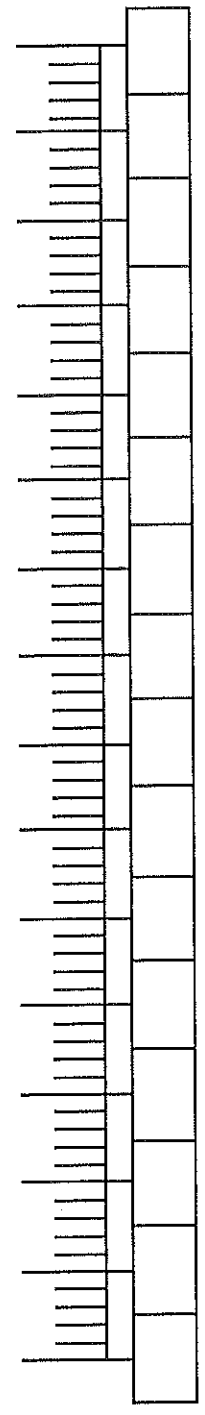
Currently For Sale

Each mark indicates the list price of a competitive property now on the market.



Did Not Sell

Each mark indicated the finalist price of a property that was offered for sale but did not sell.



CALENDAR OF MARKETING ACTIVITIES

We will pursue the following marketing activities to attract prospective buyers to your property.

<p>Week #1</p> <p>Week Of: _____</p>	<p>Week #2</p> <p>Week Of: _____</p>	<p>Week #3</p> <p>Week Of: _____</p>
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<p>Week #4</p> <p>Week Of: _____</p>	<p>Week #5</p> <p>Week Of: _____</p>
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MARKETING ACTION PLAN

MARKETING PLAN MEASURES

1. Submit to MLS
2. Install yard sign
3. Do flyer for the public
4. Do flyer for other agents
5. Submit for office caravan
6. Promote at Sales Meeting
7. Do "Just Listed" promotion
8. Hold property open house
9. Invite at least 20 of the neighbors to open house.
10. Prepare and promote special mailing to top producing other agents
11. Promote listing at MLS session
12. Obtain feedback from agent in office
13. Obtain feedback from agents in other companies
14. Submit property information for on-line Advertising
15. Submit property information for print ads
16. Contact Relocation department/companies on availability of property
17. Do additional open house
18. Additional open house invitational
19. Additional "Just Listed" promotion in another neighborhood
20. Review remarks in MLS
21. Promote again at MLS meeting