PROPERTY _____ **VENDOR** _____ **FILE NUMBER** _____

ONGOING VENDOR COMMUNICATION AND MARKETING REVIEW

LEGEND: **P: PERSONAL VISITATION** **W: WRITTEN REPORT/LETTER** **T: TELEPHONE** **E: EMAIL**

DISCUSSION POINTS CHECK LIST

Review Marketing Program, Review Target Audience, Review Price, Review Marketing Strategy, Rewrite Advertising Copy, Review Publications, Discuss Property Presentation, Review Open Houses/Day/Time, Discuss Buyer Feedback, Discuss Recent Comparable Sales & Other Properties For Sale, Time On The Market, Market Conditions, Check Condition of Boards. Check Expiry Date.
"Continually Monitor Marketing & Pricing Strategy".

DATE	METHOD	REMARKS	SALES PERSON
eg. 19th Feb	*P*	*Delivered ad schedule, vendor approved*	*KS*

Sample

OFFERS

DATE	NAME	OFFER	REMARKS	SALES PERSON

AUCTION CHECK LIST

Letterbox - Auction this (Saturday) ❑ Vendor/Auctioneer/Lister meeting to set reserve ❑ Remind all prospects ❑ Confirm details, time, reserve, prospects etc. with auctioneer ❑ Contracts etc. available? ❑
Confirm final open house with vendor/tenant ❑ Final "this day" advertising ❑ Liase personally with auctioneer ❑ Erect flags/This day boards ❑ Display documentation ❑ Receipt book/Bell/Sold sign? ❑
WHEN SOLD AT ACUTION: Immediately place sold sign on board ❑ Advise newspaper re result ❑ Follow checklist on back page of this folder ❑
IF NOT SOLD AT AUCTION: Obtain new price/Amend authority ❑ Change sign ❑ Change window ❑ Recontact all prospects ❑ Advise newspaper result ❑ Revise marketing strategy ❑
Rewrite adverts ❑ Phone/visit vendor to reassure them ❑ Other_____ ❑

BUYER RESPONSE

DATE	NAME	COMMENTS	SOURCE	SALES PERSON	VENDOR ADVISED	DATE	NAME	COMMENTS	SOURCE	SALES PERSON	VENDOR ADVISED

Sample

OPEN HOUSE RESULT

DATE	DAY	TIME	NO OF GUESTS	COMMENTS	VENDOR ADVISED	SALES PERSON	DATE	DAY	TIME	NO OF GUESTS	COMMENTS	VENDOR ADVISED	SALES PERSON