Utilizing ideas from class lectures, guest speakers and textbook chapters, and your own resources, design a plan for prospecting and marketing for your real estate sales activity.

3 Required Components:

I. Methods of Approach

- In Person and Telephone
- Direct Mail
- Print and Outdoor Media
- Internet

**Describe** your plan for **each** of the above approaches.

**Designate** at least 2 target markets you are attempting to reach.

**Identify** necessary materials and media sources. (Sample materials are optional)

II. Personal Marketing Piece (not a business card)

**Design and produce** at least 1 personal marketing piece.

**Must include**: info about you, your company, and your services.

**Note**: This is not just a resume format. It is a personal brochure or flyer. Color printing is not necessary.

III. Weekly Planner (Goal Setting)

**Produce a plan** for your real estate prospecting and marketing activities.
1. Include a breakdown of your financial goals; #sales, $earned, activity.
2. Complete a daily, hour by hour plan for 1 week of real estate activity
   (Copy a format from a day planner, computer software or create your own)

**Note**: Be sure to include all items in each of the 3 Required Components I,II,III.
If you are not currently with a Real Estate Office, create one! Imagine!

**I will collect this assignment on the due date at the beginning of class**