



# ASSET MANAGEMENT | MARKETING CHECKLIST

MONDAY	1	2	3	4	5	6	7
Review "To Do" List and Schedule							
Use CSV - Identify 50 Households							
Mail 50 Sir Speedy Cards							
Call or Text 10 People (Remind them you're a PM)							
Social Media Post (Promote Yourself Video)							
Post a funny picture							

TUESDAY	1	2	3	4	5	6	7
Prepare and send 10 Referral Cards to Agents							
Print and Mail Letter Series							
1st Week: Letter + Trifold							
2nd Week: Letter							
3rd Week: Letter + Flyers							
4th Week: Letter + Flyer							
Social Media - Comment on 10 Friends Posts							
Make contact with a new vendor							

WEDNESDAY	1	2	3	4	5	6	7
Review Craig's List & Zillow to Find For Rent by Owner							
Prepare Mailer: Notecard, Trifold & DIY Flyer							
Add these addresses to your Database							
2nd Wednesday send follow-up letter							
Identify 2 Referral Partners							
Send handwritten notes to anyone you have had a conversation with							

THURSDAY	1	2	3	4	5	6	7
Visit 2 HOA Communities Find Community Board - Buy Ad Space							
Pull list of expired listings from MLS							
Pull list of withdrawn from MLS							
Prepare and send letters to expired and withdrawn owners							
This letter includes DIY Flyer							

FRIDAY	1	2	3	4	5	6	7
Follow-up calls for any appointments you attended							
Call prospects you sent mailers to							
Email agents you sent cards to and attach flyer							
2nd Friday follow up emails from above							
Add every agent to a drip campaign							
Prepare "Hi Neighbor" letter to your neighbors							

## NOTES

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