		Comm	unity Grand Oper	ning Template (G	GO Date: Feb 28	;)										
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Biz Cards, Letterhead, Envelopes, Thank You Cards	10101-15	Abi-10	Widy-15	Jun-15	301-13	Aug-13	Scp-15	00015	100-15	Dec-15	Juli-20	105-20	\$0.00	К	ey	
Homes Floor Plans & Sales Sheets & Pocket Folder Design													\$0.00		Active Campaigr	n
Community Impact Station & Signage Package Community Points of Interest Map & Model Home Wall Art													\$0.00 \$0.00		Increase Spend One-Time Spend	le.
Community Renderings													\$0.00	1	one mic spend	15
Floor Plans & Renderings													\$0.00			
Interactive Floor Plans & Plat Map for Website Photography & Video													\$0.00 \$0.00	-		
Video Flyover													\$0.00			
Launch Ad Campaign Concepting & Creative Execution (Print/Signage/Digital)													\$0.00			
Display/Remarketing Ad Banner Creative													\$0.00			
Landing Page and Website Development													\$0.00			
Lead Nurturing CRM													\$0.00			
Interactive & Print Media Management													\$0.00			
Geofencing Management													\$0.00			
Google Ads, Display, and Remarketing Management Fee													\$0.00			
Bing Management Ad Fee													\$0.00			
Social Media Page Management Facebook, Twitter and Pinterest													\$0.00			
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Facebook Lead Gen Campaign Management													\$0.00 \$0.00			
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Collateral Printing (Sales Slicks & Pocket Folders)													\$0.00			
Signage Production & Instalation													\$0.00			
Promotional Items													\$0.00			
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Total Admin and Non Lead Gen Fees Lead Generation Programs	Bran	ding	List Build	ling/Whisper Ca	mpaign	Pre	Grand Openin	g Blitz	Grand (	Opening Gener	al Sales		\$ - Budgeted Totals	Total Leads	20%	15%
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