

Community Grand Opening Template (GO Date: Feb 28)

	Community Grand Opening Template (GO Date: Feb 28)												Budgeted Totals	Key					
	Branding		List Building/Whisper Campaign				Pre-Grand Opening Blitz			Grand Opening General Sales				Active Campaign	Increase Spend	One-Time Spend			
	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20							
Biz Cards, Letterhead, Envelopes, Thank You Cards														\$0.00					
Homes Floor Plans & Sales Sheets & Pocket Folder Design														\$0.00					
Community Impact Station & Signage Package														\$0.00					
Community Points of Interest Map & Model Home Wall Art														\$0.00					
Community Renderings														\$0.00					
Floor Plans & Renderings														\$0.00					
Interactive Floor Plans & Flat Map for Website														\$0.00					
Photography & Video														\$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					
Facebook Lead Gen Ad Creative														\$0.00					
Facebook Lead Gen Campaign Management														\$0.00					
Facebook Video Creative														\$0.00					
Facebook Video Management														\$0.00					
Facebook News Feed Ads Creative														\$0.00					
Facebook NewsFeed Ads Management														\$0.00					
Collateral Printing (Sales Slicks & Pocket Folders)														\$0.00					
Signage Production & Installation														\$0.00					
Promotional Items														\$0.00					
Website Maint & Enhancements Adhoc (Budget)														\$0.00					
Misc Print Creative Ad Hoc (Budget)														\$0.00					
Total Admin and Non Lead Gen Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Branding		List Building/Whisper Campaign				Pre-Grand Opening Blitz			Grand Opening General Sales			Budgeted Totals	Total Leads Based on STI	Lead to Tour 20%	Tour to Sales 15%			
Lead Generation Programs	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20							
SEO														\$ -	-	0	0		
Google My Business														\$ -	-	0	0		
1 Outbound E-Mails To Realtors														\$ -	-	0	0		
1 Outbound Email Reengagement To Buyer Leads														\$ -	-	0	0		
Drip Sequence (9 Emails)														\$ -	-	0	0		
Google Adwords														\$ -	-	0	0		
Bing														\$ -	-	0	0		
Display														\$ -	-	0	0		
Facebook Video Ads														\$ -	-	0	0		
Facebook Lead Gen Ads														\$ -	-	0	0		
Facebook News Feed Ads														\$ -	-	0	0		
New Home Source & Realtor.com														\$ -	-	0	0		
Realtor.com Ad Banners														\$ -	-	0	0		
Trulia Zillow Promoted Communities														\$ -	-	0	0		
Trulia/Zillow Community Boost & Launch														\$ -	-	0	0		
New Homes Directory														\$ -	-	0	0		
Homes.com														\$ -	-	0	0		
Billboards														\$ -	-	0	0		
Local Print Advertising														\$ -	-	0	0		
You Tube Pre-Roll														\$ -	-	0	0		
Third Party Email List Rental														\$ -	-	0	0		
Realtor & Buyer (2) Launch Event and Model Home Grand Opening														\$ -	xxx	xxx	xxx		
Lead Generation Expenditure Totals	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-	-	-		
Monthly Creative, Management and Lead Generation Fees includes Budgeted Admin items	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ -	Totals				
Total Potential Monthly Cash Outlay including all budgeted items	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		

