

# Countdown to Grand Opening!

- \* Easy-to-Use Marketing Plan
- \* 250 Strategic, Design, & Marketing Elements
- \* Have Your Best Grand Opening Ever



## The Bernard Partnership

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## Marketing Timeline

12-11 Months Prior to G.O.  
Land Planning & Feasibility



BLDR./COMMUNITY:		12 11 10 9 8 7 6 5 4 3 2 1 G.O.											
G.O. DATE:		▲											
	Task	Team	Deadline Date	Complete									
GENERAL	Identify Project Team (see Exhibit A)	Builder		<input type="checkbox"/>									
	Prepare Up-Front Marketing Budget (see Exhibit B)	TBP		<input type="checkbox"/>									
ADS & PR													
BROCHURES													
FINANCING/LEGAL													
MERCHANDISING													
PRODUCT/DESIGN/ CONSTRUCTION	Finalize Architect Contract	Builder/ Architect		<input type="checkbox"/>									
	Architect Field Meeting	TBP/Builder/ Architect		<input type="checkbox"/>									
	Critique Existing Land Plan, or Design New Land Plan	TBP		<input type="checkbox"/>									
	Internal Proforma Analysis	Builder		<input type="checkbox"/>									
RESEARCH	Market Study (Demographics, Product, Competition, Pricing)	TBP		<input type="checkbox"/>									
SALES													
SALES TRAILER & SALES OFFICE													
SIGNAGE													



# Countdown to Grand Opening!

## Marketing Timeline

3 Months Prior to G.O.  
Trailer Opening, Sheetrock Walk

BLDR./COMMUNITY:		12 11 10 9 8 7 6 5 4 3 2 1 G.O.											
G.O. DATE:		▲ ▲											
	Task	Team	Deadline Date	Complete									
<b>GENERAL</b>													
<b>ADS &amp; PR</b>	Approve Designs for Direct Mail	Ad Agency		<input type="checkbox"/>									
	Final Production of Ads; Start Teaser Advertising	Ad Agency		<input type="checkbox"/>									
	Schedule & Bid G.O. Event	TBP		<input type="checkbox"/>									
	Schedule & Bid VIP Party	TBP		<input type="checkbox"/>									
	Approve PR Plan and 1st Stories	Ad Agency		<input type="checkbox"/>									
	Order Specialty Advertising	TBP		<input type="checkbox"/>									
	<b>BROCHURES</b>	Print Preliminary Brochure	Ad Agency		<input type="checkbox"/>								
Send Preliminary Brochure to Construction, Purchasing, Sales for Final Review		Ad Agency		<input type="checkbox"/>									
<b>FINANCING/LEGAL</b>	Complete Homeowner Manual (HOA, Warranties, Etc.)	Builder		<input type="checkbox"/>									
	Individual Plot Plans	Engineer		<input type="checkbox"/>									
<b>MERCHANDISING</b>	Finalize Plant Schedule	TBP		<input type="checkbox"/>									
	Order Patio Furniture	TBP		<input type="checkbox"/>									
<b>PRODUCT/DESIGN/CONSTRUCTION</b>	Sheetrock Walk	All		<input type="checkbox"/>									
	Option & Upgrade Pricing; Approve Key Selections	TBP/Builder		<input type="checkbox"/>									
<b>RESEARCH</b>	Market Update (Pipeline & Competitors)	TBP		<input type="checkbox"/>									
<b>SALES</b>	Hold Trailer Opening Kick-Off Meeting (see Exhibit N)	All		<input type="checkbox"/>									
	Structure Commission Program	Builder		<input type="checkbox"/>									
	Begin Sales Staffing	Builder		<input type="checkbox"/>									
<b>SALES TRAILER &amp; SALES OFFICE</b>	Trailer Opening			<input type="checkbox"/>									
	Field Measure Sales Office	Sales Off. Co.		<input type="checkbox"/>									
	Approve Blockouts for Renderings	TBP		<input type="checkbox"/>									
<b>SIGNAGE</b>	Weekend Directionals Begin & Off-Site Signs Up (if no trailer, this is done 1 month prior to G.O.)	Sign Co.		<input type="checkbox"/>									