

Communication Item/Description	Location	Frequency and Media	Audience	Origination Date	Delivery Date
Buyer Flyers	Lower income neighborhood Apartment complex	Monthly Mail	Buyers looking to move up First time buyer	4/1/99	4/15/99
Seller Flyers	All homes in subdivision Direct to home	Monthly Mail	Elderly homeowners Homes long time on market	3/1/99	3/15/99
Buyer postcard	Office parking lots Coffee shops Laundromats	Quarterly Personal drop	Young professionals	5/1/99	5/1/99
Sellers postcard	Shopping centers Direct to homes	Quarterly Personal drop	Anxious sellers	4/1/99	4/1/99
Businesscard	Hardware store Building supply store	Weekly	Contractors Do-it-yourselfers Fixup owners	3/1/99	3/15/99
Real Estate Advertisement	City news	Sunday newspaper	Home buyers Home sellers	6/1/99	7/1/99
Real Estate business intent phone call	Real estate agent	Telephone	Continuous	3/1/99	Ongoing