

| 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 |