

Our mission is to be a Strategic Business Partner with you and to sell condominiums at the best market price in the shortest period of time.

STRATEGIC

- CRF Marketing will evaluate the marketplace, existing competition, and the product mix in order to obtain a strong understanding of your product within the marketplace.
- We will make recommendations in establishing the strategic direction of the sales of your condominiums. We will establish the best ways to position your product in the areas of pricing and product mix, in order to achieve for you the best financial results.

BUSINESS

- CRF Marketing's alignment with Koenig & Strey/GMAC, brings to you a superb image, excellent resources, and an indisputably stellar reputation.
- We will create a customized marketing program best suited to reach your target market.
- We will customize our processes for your project, in order to manage information flow beginning with the sale of a unit to its completion.

PARTNERSHIP

- We will bring to your project our comprehensive list of buyers and investors.
- Our highly motivated sales team will conduct themselves with the highest integrity and the utmost professionalism, as they represent your product to clients and to the brokerage community.



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Ocean Reserve	Beacon Square	Wolcott Manor
Pearson on the Park	Greenleaf on the Lake	Old Town Place
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Marquee Michigan Avenue	The Sonoma on Addison	100 E. Huron
Park View East	Cornelia Gardens	680 N. Lakeshore Dr.
Pratt Boulevard Place	Carmen Place	879 N. LaSalle
1330 N. State	Magnolia Square	1150 N. Lakeshore Dr.
Tower on the Park	Aldine Park Terrace	
1434 N. Mohawk	Cornelia Manor	
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Internet Advertising
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marketing

NEWSPAPER ADVERTISING

Grand Opening

BE THE FIRST TO BUY

- 1 Bedroom from \$100s
- 2 Bedrooms from \$200s
- 3 Bedrooms from \$300s
- Penthouse from \$600s

312.602.6400
www.marqueechicago.com

1434 SOUTH MICHIGAN

Crain's

GRAND OPENING

3-5 UNIT

- 1 Bedroom from \$100s
- 2 Bedrooms from \$200s
- 3 Bedrooms from \$300s
- Penthouse from \$600s

Marquee Michigan Avenue
1434 SOUTH MICHIGAN

Open House 3-5pm this Sat & Sun • Sales Center: 1434 S. Michigan

Represented by: Nage Clemente • Mike Soto • Amy Gaudin

312.602.6400 • 312.642.1400

www.marqueechicago.com

Chicago Tribune - Half Page

PEARSON ON THE PARK
227 E MADISON, CHICAGO, IL

GRAND OPENING

Open House Sat. & Sun. 3-5pm • Sales Center: 227 East Pearson

- 1 Bedroom from \$200s
- 2 Bedrooms from \$300s
- 3 Bedrooms from \$400s

312.602.6400 • 312.642.1400

www.marqueechicago.com

Chicago Tribune - Full Page

Grand Opening

Open House 3-5pm this Sunday • Sales Center located at 1434 S. Michigan

- 1 Bedroom from \$100s
- 2 Bedrooms from \$200s
- 3 Bedrooms from \$300s
- Penthouse from \$600s

312.602.6400 • 312.642.1400

www.marqueechicago.com

Michigan Avenue Classic

Be the First to Buy

- 1 Bedroom from \$100s
- 2 Bedrooms from \$200s
- 3 Bedrooms from \$300s

312.602.6400 • www.marqueechicago.com

Michigan Avenue Classic

Be the First to Buy

- 1 Bedroom from \$100s
- 2 Bedrooms from \$200s
- 3 Bedrooms from \$300s

312.602.6400
www.marqueechicago.com

Chicago Social

PEARSON ON THE PARK
227 E MADISON, CHICAGO, IL

COMING SOON

Grand Opening • 3-5pm • January 28th & 29th

- 1 Bedroom from \$100s
- 2 Bedrooms from \$300s
- 3 Bedrooms from \$400s

312.602.6400 • 312.642.1400

www.marqueechicago.com

Chicago Agent

PEARSON ON THE PARK
227 E MADISON, CHICAGO, IL

GRAND OPENING

- 1 Bedroom from \$200s
- 2 Bedrooms from \$300s
- 3 Bedrooms from \$400s

312.602.6400 • 312.642.1400

www.marqueechicago.com

Chicago Tribune - Quarter Page

OPEN HOUSE TODAY

- 1 Bedroom from \$100s
- 2 Bedrooms from \$200s
- 3 Bedrooms from \$300s
- Penthouse from \$600s

312.602.6400 • 312.642.1400

www.marqueechicago.com



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INTERNET MARKETING



crfmarketing.com

pearsononthepark.com



marqueechicago.com

parkvieweast.com



oceanreserve.com



realtor.com - Sponsored Link



ksgmac.com - Featured Property

71%

71% of home buyers used the internet to search for a new home.

88%

88% of internet searchers used an agent to find a home.

18%

18% of home buyers found their agent online.

78%

78% of home buyers found photos & virtual tours useful.

77%

77% of home buyers found property information useful.

175

crfmarketing.com averages 175 hits per day.

National Association of REALTORS® 2003



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SALES PROMOTIONS

Direct mail

Special Announcements



Special Events

VIP membership consists of Chicago's top .05% of realtors and agents that have previously sold CRF Marketing listings.

Members receive sneak peak previews of CRF Marketing projects and also qualify for pre-market pricing.

VIP members who sold two or more CRF Marketing listings were eligible to win a two year lease on a 2006 Mercedes Benz CLS 500.

Roman Yaremchuck from Remax United won the 2005 Mercedes Benz contest.

Oversize Graphics

Email Marketing

Broker Promotional Flyers



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FLOOR PLAN PRESENTATION



Specification Sheet



Area Metro Map



One Bedroom Floor plan



Multi Room Floor plan



Marquee Michigan Avenue Brochure



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FLYER DISTRIBUTION

PRE-MARKET VIP RELEASE

Florida's Premier Residences Coming Soon



2.5% REFERRAL INCENTIVE

OCEAN RESERVE
Straticon

Diamond Package

As low as \$87,000

Includes	Additional Features	Available Options
<ul style="list-style-type: none"> 100% Cash Back 100% Cash Back 100% Cash Back 	<ul style="list-style-type: none"> 100% Cash Back 100% Cash Back 100% Cash Back 	<ul style="list-style-type: none"> 100% Cash Back 100% Cash Back 100% Cash Back

OCEAN RESERVE
Straticon

Gold Package

As low as \$63,000

Includes	Additional Features	Available Options
<ul style="list-style-type: none"> 100% Cash Back 100% Cash Back 100% Cash Back 	<ul style="list-style-type: none"> 100% Cash Back 100% Cash Back 100% Cash Back 	<ul style="list-style-type: none"> 100% Cash Back 100% Cash Back 100% Cash Back

OCEAN RESERVE
Straticon

Platinum Package

As low as \$70,000

Includes	Additional Features	Available Options
<ul style="list-style-type: none"> 100% Cash Back 100% Cash Back 100% Cash Back 	<ul style="list-style-type: none"> 100% Cash Back 100% Cash Back 100% Cash Back 	<ul style="list-style-type: none"> 100% Cash Back 100% Cash Back 100% Cash Back

OCEAN RESERVE
Straticon

Private Cabanas



OCEAN RESERVE
Straticon

Pre-Market Incentives

Upgrade Sales sheet

14 SIGNATURE LISTINGS

 1800 W. CORONA 2,700 - \$795,000	 1000 W. CORONA 2,000 - \$599,900	 1501 W. CORONA 2,300 - \$790,000	 1000 W. CORONA 2,400 - \$599,900	 1100 W. CORONA 2,300 - \$599,900	 1800 W. CORONA 1,600 - \$560,000
 2000 W. CORONA \$589,900	 1000 W. CORONA 2,800 - \$599,900	 1501 W. CORONA 2,800 - \$599,900	 1000 W. CORONA 2,000 - \$549,900	 1100 W. CORONA \$629,900	 1800 W. CORONA 2,800 - \$770.00

RAMIE ROBBINS
417.802.5779

Grouped Listings

IMMEDIATE DELIVERY!

 THE CORONA 1,850 - \$153,900 1,284,400	 CORONA GARDENS 1,450 - \$259,900	 CORONA PLACE 1,300 - \$327,900
 THE CORONA 1,850 - \$153,900 1,284,400	 CORONA GARDENS 1,450 - \$259,900	 CORONA PLACE 1,300 - \$327,900

WWW.CRMARKETING.COM

Outdoor Flyer

GRAND OPENING

JANUARY 28th & 29th • 1-4pm



PEARSON
ON THE EDGE
200 EAST PEARSON

PRE-LEASE PRICING
\$200, \$300, \$400

EXCLUSIVE FINISHES AVAILABLE

Grand Opening Announcement



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the team

FEURER COMPANIES SENIOR MANAGEMENT



CHRISTOPHER FEURER
Feurer Companies - President

As President of the Feurer Companies, Chris oversees the operations and long-term growth strategies of the organization. The Feurer Companies include several development companies, and CRF Marketing, the top GMAC sales team in the nation. Chris has successfully developed over 60 multi-unit projects individually and through the Feurer Companies in Chicago. The most recent of which is a 400 unit building in Sunny Isles, Florida. In 2004, and again in 2005, Chris and the CRF Marketing sales team led nationwide sales for GMAC Realty.



NICK PETERSON
Feurer Companies - President of Acquisitions

Nick began his real estate career in the commercial real estate field handling acquisitions, dispositions, and the leasing of industrial and office property. Nick is currently responsible for identifying and acquiring property for the company. He has utilized his extensive network of real estate and financial contacts to identify unique investment opportunities in appreciating areas.



JUSTIN GREER
Feurer Companies - Chief Operating Officer

Justin began his real estate career in commercial real estate brokerage. Now, as the Chief Operating Officer for the Feurer Companies, he is responsible for managing the day-to-day operations of the organization. His experience managing complex commercial transactions has helped the Feurer Companies streamline its business practices and adapt to an ever changing market.



RUSSELL FEURER
Feurer Companies - Vice President

Russell Feurer joined the Feurer companies as Vice President in 2005. He is a former CEO of Good Shepard Hospital in Barrington IL, and has extensive experience in health care management. His health care career spanned 25 years. In 1999, Russell decided to retire, but still worked as a consultant for many healthcare organizations around the Chicagoland area. He holds a Master's degree in hospital administration from the University of Toronto, in Canada, and is a knowledgeable addition to our team.



ANNIE WUBBOLDING
Feurer Companies - Operations Coordinator

Annie joined the Feurer Companies in 2003 after graduating from Southern Illinois University with a B.S. in Organizational Communication. Annie has become a key component of the Feurer Companies. She facilitates the closing process by coordinating information transfer between agents, attorneys, lenders, and construction groups. Annie also oversees the property management team and manages construction projects for the organization.



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FEURER COMPANIES & CRF MARKETING MANAGEMENT



ROSIE BARTOLOTTA
Feurer Companies - Executive Administrator

Rosie joined The Feurer Companies in 2005. She provides administrative and clerical support for the executive members of the Feurer Companies. She has a background in retail sales and management at Nordstrom. As a top producer she was frequently praised for her customer service skills and the ability to form long lasting client relationships. Rosie is excited to begin her real estate career and is an asset to the team.



LIZ FAUL
Feurer Companies - Accountant

Liz began her accounting career in the commercial real estate field. She worked as a Project Accountant for a large Chicago based commercial leasing and management firm. Liz has been with The Feurer Companies since 2004. She is responsible for day-to-day accounting for The Feurer Companies and our Chicago-land construction projects. Liz's experiences in the fast paced commercial market have given her the additional resources to keep up with the growing The Feurer Companies.



RICHARD LAURIC
Feurer Companies - Accountant

Rich joined the Feurer Companies in 2005. He is the senior accountant for our 398 unit project in Florida. Rich has had a long career in the finance industry, and has extensive experience working with developers, and on construction projects. Rich has throughout his career, implemented various cost savings procedures for projects both large and small. He one of the newest additions to our organization.



MELISSA BYRNS
CRF Marketing - Sales & Marketing Manager

Melissa joined the Feurer Companies in 2004 with an extensive background in Retail Sales Management. She was a top producing manager at Nordstrom on Michigan Avenue and was later recruited to open and manage the Nike Goddess boutique in Lincoln Park. As the Sales & Marketing Manager for CRF Marketing, Melissa works closely with developers and sales teams to ensure that marketing plans are executed and the sales targets are achieved.



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CRF MARKETING SALES



COURTNEY CARR
CRF Marketing - Sales

Courtney graduated with honors from UW-Madison with a BA in Finance and International Business. After college she entered the financial and economic consulting field and specialized in business development. In 2000, Courtney received her BA in Interior Design from Harrington Institute in Chicago. Integrating her passion for architecture and design with her financial background, Courtney excels in real estate sales and brings a unique blend of skills to the team. She is thorough and diligent and consistently receives client praise for her relationship management, market knowledge and superior service.



NORGE CLEMENTE
CRF Marketing - Sales

Norge graduated from Cornell University in 1990. She left the corporate world in 1999 to start her real estate career with Koenig & Strey. She earned the prestigious Rookie of the Year award during her first year as an agent, by selling more than \$10 million in real estate. Her ambition, attention to detail, and customer focus has enabled her continued success, and she remains a top producer year after year.



JIM LUBY
CRF Marketing - Sales

Jim graduated from the University of Illinois (Champaign/ Urbana) in 1998 with a B.S. in Finance. Jim left his IT consulting job in the fall of 2000 to begin his real estate career with Koenig & Strey. He began his career working on a new construction development of over 375 units. Jim has built a substantial business by working closely with his clients and establishing an extensive referral network that fuels his sales year after year.



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CRF MARKETING SALES



MONIQUE PIERON
CRF Marketing - Sales

Monique graduated from DePaul University with a BA in Marketing and International Business. After managing an optical company for several years she decided to turn her passion of buying and renovating properties into a full time career. She worked for a leading condominium conversion company and also worked on new construction developments with a portfolio size of over 1500 units. Monique has her broker's license, is a President's Club member and remains a top producer year after year.



RYAN WISKES
CRF Marketing - Sales

A five year veteran as an agent, Ryan's expertise in gauging buyers needs and assessing their potential future returns has made him a valuable asset to the team. A graduate of Arizona State University with a Bachelors in Business Communication. Ryan's previous experience in the advertising world gives him the resources necessary to develop targeted marketing to the residential buyer. With over \$18 million in sales of new construction residential property, he has advised his clients to find their perfect properties.



RAMIE ROBBINS
CRF Marketing - Sales

Ramie graduated from Ohio University with a BA in Marketing and Management Information Systems, and a minor in Interpersonal Communications.

Ramie began her career at Koenig & Strey in early 2005. Real estate is the perfect career to blend her passion for real estate, and interactive and client relationship skills. She uses her strong business and interactive background to relate to today's buyers and sellers to help them find their perfect home by leveraging both the internet and her interpersonal skills.



MICHAEL STACK
CRF Marketing - Sales

Michael has been a successful real estate agent since starting in the business in January of 2002. Throughout this time, Michael's commitment to his clients and their service has lead to a business run 100% from referrals. This relationship based philosophy has lead to strong business and client ties that create a passion to continually improve the quality of his business.



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CRF MARKETING SALES



AUREA ALDAY
CRF Marketing - Sales

Aurea graduated from Michigan State University with a BA in Advertising and joined Koenig & Strey in 2005 with a strong background in sales and client relations. She relocated to Chicago eight years ago and quickly became a strong leader in the advertising account management industry. She then shifted her focus to retail, where she was a top performing manager at both Nordstrom and Arden B. Her past experiences have molded her into a loyal, motivated and customer focused individual which gives her an edge to her real estate career.



SONIA SAMRA
CRF Marketing - Sales

Sonia graduated from Northwestern with a B.S. in Economics. Prior to that, she had completed her degree in Mathematics from LSR College in India. She has had extensive client service, has interacted with various cultures and visited more than 12 countries through her work in the airline industry. Sonia left her marketing research job in Chicago in 2005 to begin her real estate career with Koenig & Strey. She is very excited about pursuing a career, which enables her to combine her enthusiasm for the Real Estate market in Chicago with her experience in client service.



GRETA ZALYTE
CRF Marketing - Sales

Greta came over to the United States from Lithuania seven years ago looking for an opportunity for growth. Since then she has worked several positions that have both enhanced her knowledge and experience, as well as financed her education at DePaul University. This determination and hard work have made her an invaluable member of Michael Stack's team since April 2004. Now a licensed Realtor, providing great customer service and developing long lasting relationships have become an important part of her business mindset.



ILSA CONOVER
CRF Marketing - Sales/Support

Ilsa is a graduate from Indiana University with a major in Public Management and recently received her certified Real Estate license. Her management internship working for Hilliard Lyons as a client coordinator has taught her the importance of quality customer service. These past experiences have helped her gain fundamental business skills and she is excited to start her career in the real estate industry.



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CRF MARKETING SUPPORT



ALMAY ALDAY
CRF Marketing - Support

Almay graduated from Michigan State University with a B.S. in Packaging and has worked as an Engineer in the consumer products industry for eight years. In 2005, while finishing up her MBA in Leadership/Change Management from DePaul University, she decided to go the real estate route. Currently, Almay is an assistant to Norge Clemente and is working toward her real estate license. Her ebullient personality and self-motivated attitude will make her transition to this industry a very good one!



DAVID VARGAS
Marketing Consultant

David is an award winning art director with over nine years of design experience. Before working with Chris Feurer, he has worked with some of Chicago's top advertising executives on consumer accounts such as OfficeMax, Sears, Motorola, Whirlpool and Milwaukee Bucks Basketball. David received his degree from The Illinois Institute of Art and has served on the board of directors for The Lithographers Club of Chicago.



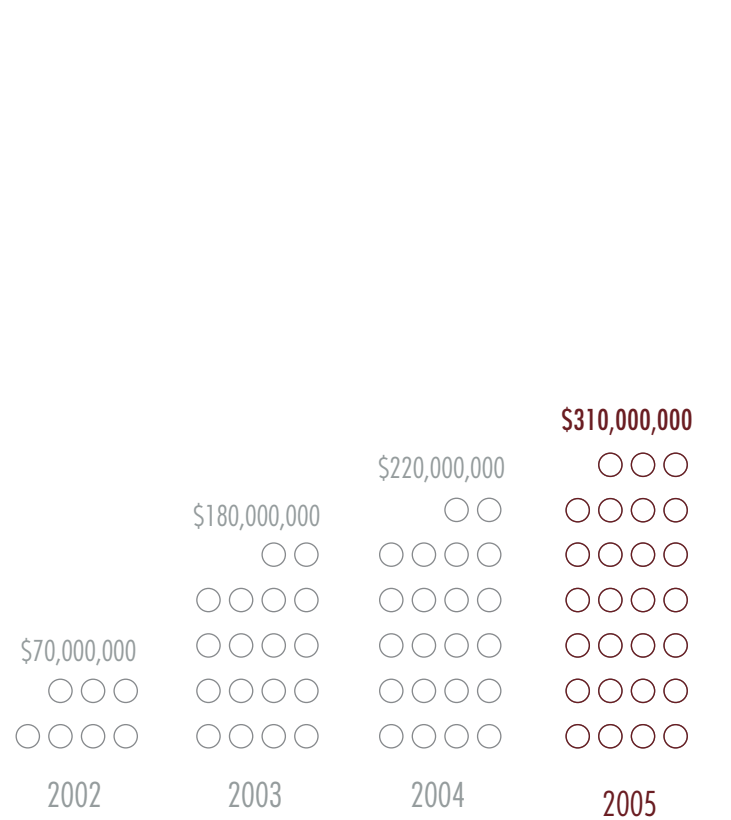
JEFF CZISCHKE
Internet Consultant

Jeff Czischke has a Masters Degree in Telecommunications with an emphasis in Human Computer Interaction from Michigan State University and has been an Internet and Technology consultant for 7 years. Jeff joined the Feurer Companies as consultant in 2004 to layout a strategy for an online presence, which has helped the company market their projects beyond print advertising. Jeff has helped implement several web sites for the company and currently manages their online advertising campaign.

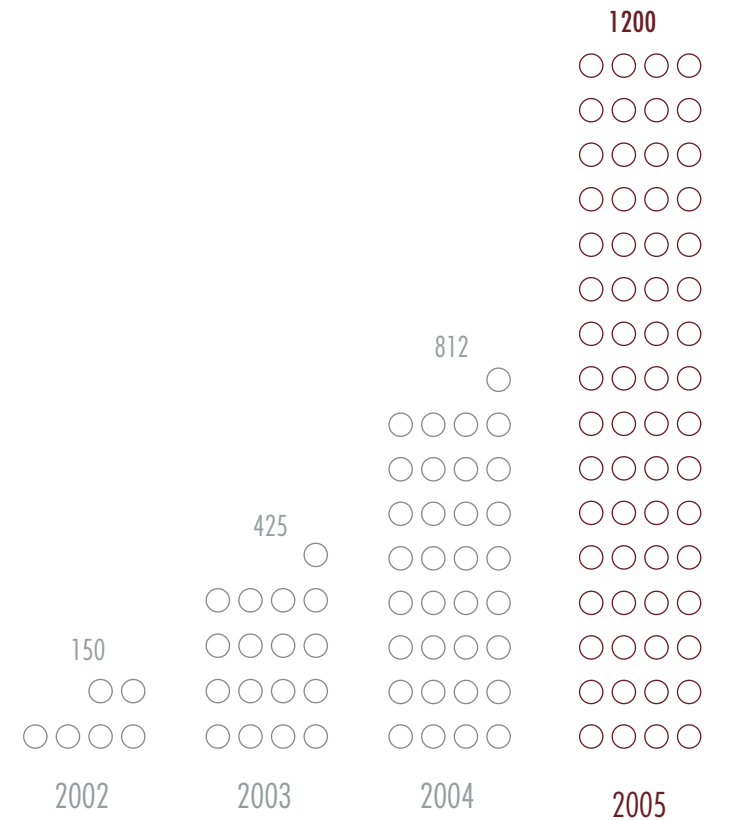


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TRANSACTION VOLUME



TRANSACTION VOLUME

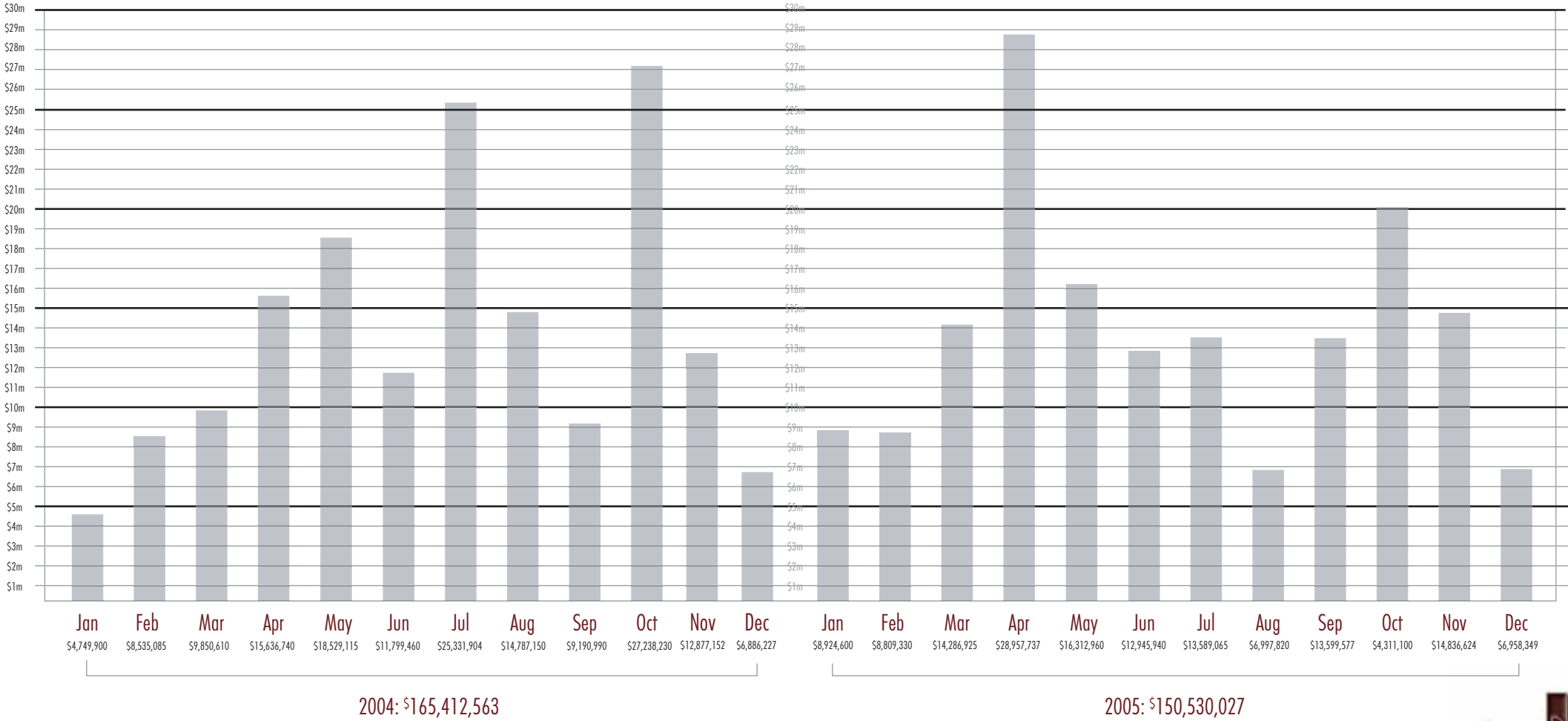


NUMBER OF UNITS



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2004 - 2005 KOENIG & STREY MONTH TO MONTH SALES PERFORMANCE



CRF Marketing: #1 Sales Team Nation Wide for GMAC, 2004 & 2005



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REFERENCES

1

LASALLE BANK

Daniel Eglit
135 S. LaSalle St. Suite 1225
Chicago, IL 60603
312.904.9649

2

LAKESIDE BANK

Phil Cacciatore
55 W. Wacker Drive, Chicago, IL 60601
312.435.1651

3

DELAWARE PLACE BANK

Joe Haugh
190 E Delaware Place, Chicago, IL 60611
312.202.7519

4

BRIDGEVIEW BANK AND TRUST

Brian Griffin
1970 N. Halstead Ave, Chicago, IL 60614
773.975.5304

5

CHICAGO GRAYSTONE/CASTLEBAR ENTERPRISES

Steven Golovan - President
2636 N. Lincoln Ave, Chicago, IL 60614
773.348.0263

6

WEINBERG RICHMOND LLP

Steven DeGraff - Attorney
333 W. Wacker, Suite 1800
Chicago, IL 60606
312.845.2566

7

PROTEUS GROUP

Chris Manfre - Principle
223 W. Erie, #6W Chicago, IL 60610
312.337.7800

8

CG DEVELOPMENT

Art Collazo - President
1940 N. Clark St, Chicago, IL 60614
312.475.7762



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procedures

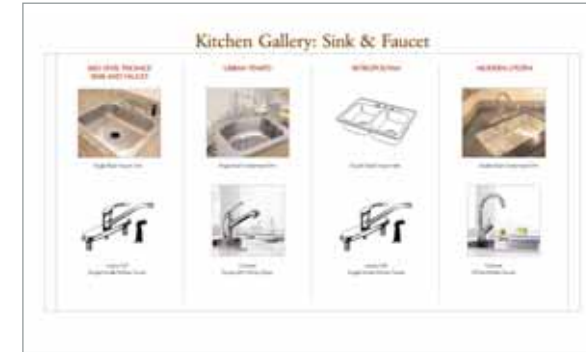
UPGRADE PRESENTATION



Kitchen Cabinets



Appliances



Sinks & Faucets



Kitchen Countertops



Kitchen Countertops



Backsplash



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UPGRADE SPECIALTY PRESENTATION



Whole House Music Solutions



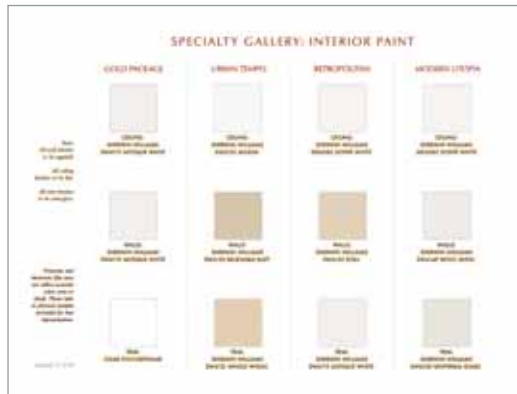
Living Room Media Solutions



Security Solutions



Home Wiring Solutions



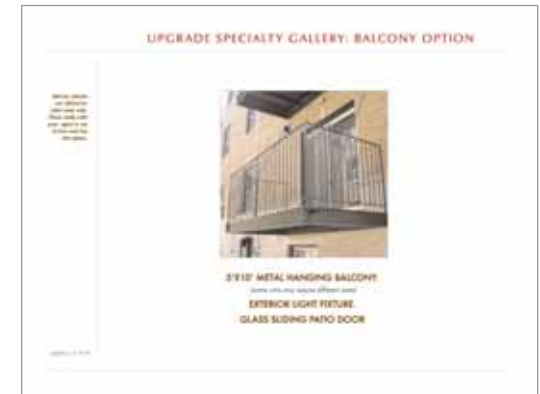
Interior Paint



Flooring Options



Fireplace Options



Balcony Option



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PROCEDURES



Transaction Management



Purchasing and Selection Procedures



Pricing Grid



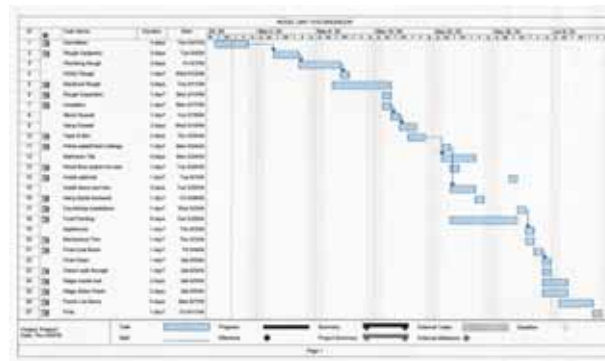
Notice of Walkthrough

The Sales Management spreadsheet tracks property sales across multiple units. It includes columns for unit number, sales price, date of sale, and other relevant financial data, providing a comprehensive overview of the property's sales performance.

Sales Management

Apartment	Move Out	Rent	Security Dep.
810 W. Aldine			
#1	Tom Rugan 9/30/04	\$ 740.00	\$ 960.00
#2	Wes Haag 4/30/04	\$ 825.00	\$ 600.00
#3	Maria Harat 9/30/04	\$ 1,000.00	\$ 1,500.00
#4	Gordon Hensch 9/30/04	\$ 1,500.00	\$ 1,650.00
#5	Patryk Cervinski 9/30/04	\$ 770.00	\$ 960.00
#6	Mark Carlson 4/30/04	\$ 885.00	\$ 1,050.00
#7	Laura Kelly 7/31/04	\$ 1,000.00	\$ 1,500.00
#8	Amy Zarnok 7/31/04	\$ 925.00	\$ 1,380.00
#9	TFC 4/30/04	\$ 990.00	\$ 1,425.00
#10	Courtney Sloan 4/30/04	\$ 925.00	\$ 1,380.00
#11	Lisa Grimsell 9/30/04	\$ 1,000.00	\$ 1,500.00
#12	Gregory Rauch 5/31/04	\$ 1,000.00	\$ 1,500.00
#13	Deborah Lindgren 4/30/04	\$ 925.00	\$ 1,380.00
#14	Wendy Johnson 4/30/04	\$ 925.00	\$ 1,380.00
TOTALS		\$ 12,945.00	\$ 17,520.00

Rent Roll



Project Scheduling

Page	1 Nov	2 Nov	3 Nov	TOTAL	Costs
Page 1					
Page 2					
Page 3					
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TOTALS					

Customer Database Information



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comparative market analysis
(CMA)

COMPARATIVE MARKET ANALYSIS (CMA)



Area Map

175 N HARBOR DRIVE		INTRODUCTORY PRICING	
Unit Type	Area	Price	Price
1-Bedroom	600 sq ft	\$1,200,000	\$1,100,000
2-Bedroom	900 sq ft	\$1,800,000	\$1,700,000
3-Bedroom	1,200 sq ft	\$2,400,000	\$2,300,000

Introductory Pricing

Integrissys Technology Services

CMA - New Construction Condo Hotel

CMA - Older Conversion

CMA - New Construction

CMA - New Construction Condo Hotel



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sales & marketing process

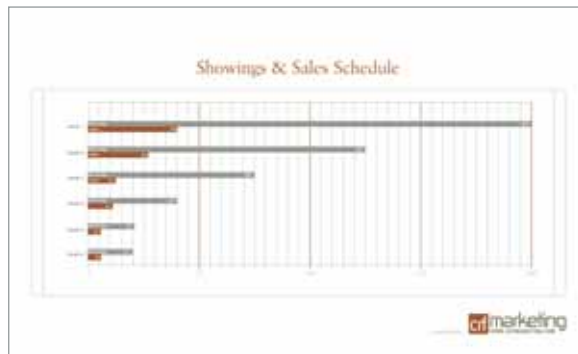
SALES & MARKETING PROCESS



Sales & Marketing Schedule (months 1-3)



Sales & Marketing Schedule (months 4-6)



Showing & Sales Schedule (months 1-6)



Initial Marketing Budget (months 1-6)



Initial Marketing Budget (months 4-6)



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