

HOMework

FOR THE PROPERTY MANAGEMENT SUCCESS PLAN

Complete the following pages to
be prepared for the Property
Management Success
Planning Course!



**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA
PROPERTIES
GROUP

PROPERTY MANAGEMENT DIVISION

LEARNING FROM YOUR PAST MARKETING

Where did the majority of your <u>buyers</u> come from? (the source)	
Where did the majority of your <u>sellers</u> come from? (the source)	
What was your most effective form of marketing?	
Why was it so effective?	
Where did you see the greatest return in your marketing?	
Will you implement your most effective marketing again?	
What didn't work or was the least effective?	
Why didn't it work?	
Will you try it again (after making changes to improve the plan)?	
Where do you see the greatest potential in your marketing?	