

Maximize Marketing

Community: _____

Date ____ / ____ / ____

Source	Avg Calls Week	Avg Traffic Week	Avg Leases Week*	Last Update	Is it being Maximized?
Print:					Y or N
Print:					Y or N
Print:					Y or N
Internet:					Y or N
Internet:					Y or N
Internet:					Y or N
Ppty Website					Y or N
Signage					Y or N
Outreach					Y or N
Locators					Y or N
Realtors					Y or N
Resident Referrals					Y or N
Special Promotion:					Y or N
WOM					Y or N
Other:					Y or N
Other:					Y or N
Other:					Y or N
Top 3 Marketing Sources:	1	2	3	Other:	

Action Plan to Max Efforts:	
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