



**3 East Tomorrow Marketing**  
December 13, 2011

<b>Dates</b>	<b>Activity</b>	<b>Target Audience</b>	<b>FREE</b>
June/July '10	Construction of properties begins		
<b>July '10</b>			
7-16-10	Logo developed and approved	General	
7-23-10	<a href="http://www.3EastTomorrow.com">www.3EastTomorrow.com</a> URL purchased	General	
7-27-10	Site sign design approved, production started	Buyers	
7-31-10	Initial round of property photos taken	Buyers and Realtors	X
<b>August '10</b>			
8-02-10	Secure sponsorship of Green Drinks for March '11	Buyers, Realtors and Influencers	
8-03-10	Site signs installed	Buyers	
8-04-10	MLS listings loaded	Buyers and Realtors	
8-05-10	3 ET and BetterBuilt Handouts developed	Buyers	
8-20-10	Realtors and lenders NSP training workshop and lunch	Realtors	
8-23-10	Developed Resident Referral Program	Influencers	
8-24-10	Bushtown Neighborhood Association presentation	Influencers	
8-28-10	Info table at Orchard Knob Middle School Summer Festival	Buyers and Influencers	X

<b>Sept '10</b>			
9-XX-10	Times Free Press article about green building on N Holly	Buyers, Realtors and Influencers	
9-15-10	Real Estate Partners agents presentation and training	Realtors	
9-18-10	Developers' Summer Block Party	Influencers	X
9-18-10	WDEF news coverage of Block Party	Buyers, Realtors and Influencers	X
<b>October '10</b>			
10-01-10	Web site goes live, updates ongoing	Buyers, Realtors and Media	
10-19-10	Orchard Knob Neighborhood Association presentation	Influencers	
10-26-10	Presentation and training for Keller Williams agents	Realtors	X
<b>November '10</b>			
11-04-10	Ads in Pulse newspaper (13 weeks)	Buyers and Realtors	
11-12/20-10	Set up two Model Homes (605 & 626 N Holly)	Buyers and Realtors	X
11-30-10	Chattanooga Housing Authority (CHA) Employer Briefing	Buyers	
<b>December '10</b>			
12-10-10	NSP Newsletter (APD)	Buyers, Realtors and Influencers	X?
12-12-10	Open House	Buyers and Realtors	X
12-17-10	Presentation to Orchard Knob Middle School staff and faculty	Buyers and Influencers	
<b>January '11</b>			
1-18-11	Update property info sheets	Buyers and Realtors	
1-19-11	Redesign of Officer Next Door Handout (Claridy Communications)	Buyers and Influencers	
1-30-11	Times Free Press article, Under Construction (Claridy Communications)	Buyers, Realtors and Influencers	
<b>February '11</b>	UTC Employer Briefing (Feb. 17)	Buyers	
<b>March '11</b>	Green Drinks (March 30)	Buyers, Realtors and Influencers	X

<b>March '11</b>	BB&T Tour of Homes (March 12)	Buyers and Realtors	X
<b>April '11</b>	Web site updates	Buyers, Realtors and Influencers	
<b>May '11</b>	Green Drinks (May 25)	Buyers, Realtors and Influencers	X
<b>June '11</b>	Calls to key to remind them of Realtors about Selling Bonus	Realtors	
<b>July '11</b>	Updated photos and info on variety (20+) web sites	Buyers and Realtors	
<b>Aug. '11</b>	Meeting with Pastor Nabors, New City Fellowship	Buyers and Influencers	
	Started collaboration with Realtors with listings in N Holly area	Realtors	
<b>Sept. '11</b>	Presentation to Orchard Knob Middle School Staff	Buyers and Influencers	
	Booth at Orchard Knob Middle Back to School event	Buyers and Influencers	
	Open House at houses on North Holly	Buyers and Influencers	
<b>Oct. '11</b>	Brewer Media Home Buyer Seminar	Buyers and Influencers	
	Realtor tour (conducted by CNE)	Realtors	
<b>Nov. '11</b>			
<b>Dec. '11</b>	Participation in the Orchard Knob Middle Holiday Open House	Buyers and Influencers	