REALTOR: _____ Year: _____

NORTH AMERICAN TITLE COMPANY
Like Clockwork®

MARKETING ACTION PLAN

FOR MARKETING ASSISTANCE,
CONTACT YOUR NORTH AMERICAN TITLE BUSINESS DEVELOPMENT MANAGER

GOALS

Annual income _____ # Listings _____ # Sales _____

To keep on track with your Goal for Annual Income, determine your average commission from a transaction _____. Then divide your Annual Income Goal by your average commission. This determines how many transactions you need during the year to reach your Goal for Annual Income, _____/_____ = _____ transactions.

NOTES

FARM AREA

_____
_____
_____

# of Homes _____

	Targets
Absentee lot owners	
Absentee single family owners	
Renters	
Commercial landowners	
Builders	
Investors	

SPHERE OF INFLUENCE

	Targets
Friends, family, & acquaintances	
Clients and customers	
Officials and well-known individuals	
Organized groups and clubs	
_____	
_____	
_____	
_____	
_____	

Contact Schedule	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Newsletter													
Personal Letters													
Cards													
Calendars													
Door Hangers													
Handouts													
Mailback Cards													
Phone Calls													
Face to Face													
Newspaper													
Other													