

007 137 2000 10.02 1118 0000200000
#11111111111111111111 7 1111 006/006

BRANFORD CONDO MARKETING PLAN

- 1. List property with New Haven and Fairfield County Boards**
- 2. Establish Web Page and brochure**
- 3. Visit Realtors, fax information and hold open houses**
- 4. Use local Newspapers and weekend New York Times**
- 5. Advertise in "Mature Living" and other senior magazines**
- 6. Telemarket during the day at F.F.S. facility**
- 7. Use Branford Access channel**
- 8. Use signs at the entrances of Tabor Road and Pine Orchard road**
- 9. Direct mail to all Condo owners and homeowners in Connecticut**
- 10. Join and attend meetings of Branford Chamber of Commerce**
- 11. Set up a information booth at the Branford Festival**
- 12. Use local radio**

