



Timeline

- **Week of May 1**
Inform designated brokers and your board leadership of REALTOR® Nationwide Open House weekend details; get the word out to brokers on REALTOR® Nationwide weekend
- **Week of May 10**
Get Media Advisory out informing media of the weekend.
- **Week of May 16**
Send out the template media release. Have identified 1-2 properties where a broker and seller can be interviewed on the result of the weekend. The property may be “decked out” for media (perhaps some balloon bouquets, signage, etc.). Should have a compelling story—work with leadership to identify. Pitch specific sellers and agents will be available to interview.
- **May 31**
Send final release to those media outlets who have indicated a potential interest from previous releases or to those who may be awaiting details.