

Marketing timeline

28012 Modjeska Grade Road · Silverado, CA 92676

Prepared for Brian Geraci · Michael Mahon & Bob Arthur

PROPOSED LIVE ON-SITE AUCTION

Saturday November 21, 2026 · 2:00 PM Pacific

PREPARATION & PRE-MARKET

Week 1 · Listing Prep

October 19 to 25, 2026

Mon 19	Listing agreement signed · reserve strategy set
Tue 20	Staging consult & detail punch list
Wed 21	Pre-inspection & disclosure package started
Thu 22	Comparable analysis · Success Blueprint delivered
Fri 23	Vendor scheduling · landscaping & pool refresh
Sat 24	—
Sun 25	—

Week 2 · Media Build & Pre-Market

October 26 to November 1, 2026

Mon 26	Staging install
Tue 27	Copywriting & campaign build
Wed 28	MEDIA DAY · twilight, aerial & lifestyle shoot
Thu 29	Film edit · print collateral to press
Fri 30	COMING SOON teaser goes out
Sat 31	Database email · prospective buyer outreach
Sun 1	Broker network pre-brief

Key campaign dates

October 28 · Property media day

November 4 · Market launch & broker preview, 11 AM-2 PM

November 21 · Live on-site auction, 2:00 PM

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LAUNCH, BUYER ENGAGEMENT & AUCTION

Week 3 · Market Launch

November 2 to 8, 2026

Mon 2	Final pre-launch checks · signage installed
Tue 3	Campaign assets loaded · MLS prepared
Wed 4	LAUNCH · listing goes LIVE · BROKER PREVIEW 11 AM to 2 PM
Thu 5	Twilight Tour 5 to 7 PM
Fri 6	Digital & social campaign wave one · print drop
Sat 7	Open House 1 to 4 PM
Sun 8	Open House 1 to 4 PM

Week 4 · Market Saturation

November 9 to 15, 2026

Mon 9	Bidder qualification begins
Tue 10	Private tours by appointment
Wed 11	Buyer feedback report to Brian
Thu 12	Campaign expansion · retargeting wave two
Fri 13	Private tours by appointment
Sat 14	Open House 1 to 4 PM
Sun 15	Open House 1 to 4 PM

Week 5 · Auction Week

November 16 to 22, 2026

Mon 16	Bidder briefings · deposits collected
Tue 17	Final tours by appointment
Wed 18	On-site auction logistics rehearsal
Thu 19	Bidder confirmation calls · reserve confirmed
Fri 20	Final Open House 1 PM · auction setup
Sat 21	LIVE ON-SITE AUCTION 2:00 PM
Sun 22	Contract executed · escrow opens