

Transit Alliance Citizens' Academy

Action Plan Fall 08

Jay Epperson

Objective

- Incorporate TOD opportunities to grow my real estate business
 - Become knowledge base on subject within my office-100+ licensed Brokers
 - Continue education process to provide value to current and future clients-i.e value of a car=\$112K in purchase power
 - Add value to my web site/marketing materials-resource guide around the NE/East corridor

Tactics for success

Continue education process, get up to date with changes in CCD, Blueprint Denver and impact to city in regards to real estate opportunities

- Timeline-4th qtr and ongoing in 2009 business plan
- Outcome/Success-Find a deal that can leverage the positive impact of TOD for development partner

Tactics for Success

Collect information for the RMCC newsletter

Avg 17K mailings a month

Facts and data about the positive influence that mass transit can have for a city, neighborhood and home values

- Timeline-4th Qtr for future issue release
- Outcome/Success-Value add to RMCC clients and provide vehicle for future Education and Support for Fastracks

Tactics for Success

Leverage Stapleton community resources awareness to create sponsorship or client event within the community

Front Porch Realtor corner

Client event supporting other forms of transportation –new urbanism principles

Learn of TMA events in Stapleton

- Timeline 4th Qtr-Spring 09
- Outcome/Success-Get published in FP and put on event in 09

Tactics for Success

Take knowledge and turn it into deals

Grow business in 09 and future

Timeline-Ongoing

Outcome/Success-Increased business and growth of company-other professional opportunities in development