

SAMPLE BALANCED MARKETING FORMULA

Use this sample to guide you in formulating your organization's Balanced Marketing Formula.

AVAILABLE MARKETING BUDGET: \$83,000
 AVERAGE NEW RESIDENT VALUE: \$3,000/mo. or \$36,000/yr.
 TOTAL EXPECTED ROI: 10 New Residents/\$360,000
 TOTAL ACTUAL ROI: 12 New Residents/\$432,000

