REAL ESTATE LISTING

MARKETING PLAN CHECKLIST

# Stage the Home and Take Professionally Staged Photos

* + Clean and declutter home
	+ Schedule time with sellers to take photos
	+ Hire home stager (Price: $ )
	+ Hire photographer (Price: $ ) or
		- take your own photos
	+ Receive and edit photos or
		- hire photo editor (Price: $ )
	+ Review and finalize property photos

# Create a Video Tour

* + Schedule time with seller to take video
	+ Make script and practice video arrangement
	+ Hire videographer (Price: $ ) or
		- take your own video
	+ Edit video or
		- hire video editor (Price: $ )
	+ Review and finalize video tour
	+ Post video tour

# List the Property on the MLS & Listing Websites

* + Write property description
	+ Post property on local MLS
	+ Post property on listing websites:
	+ Zillow
	+ Redfin
	+ Trulia
	+ Realtor.com
	+ Apartments.com (if applicable)
	+ Include photos and video tour on listing posts

# Post Listing on Your Personal and Company Websites

* + Create single-listing property website (Price:

$ )

* + Post listing on property website
	+ Post on personal website
	+ Post on brokerage company website

# Install a Real Estate Sign

* + Confirm with seller that you can post sign
	+ Purchase real estate sign (Price: $ )
	+ Post real estate sign

# Design and Produce Print Marketing Materials

* + Design print marketing materials for listing
	+ Purchase and print materials (Price: $ )
	+ Flyers
	+ Newsletter
	+ Postcards
	+ Brochures
	+ Other direct mailers

# Share Listing on Social Media Platforms

* + Design social media posts
	+ Post on social media platforms:
	+ Facebook
	+ Instagram
	+ LinkedIn
	+ TikTok
	+ YouTube
	+ Include photos and video tour on listing posts

# Post Real Estate Ads

* + Create real estate ads for property listing
	+ Post/send advertisements:
	+ Google (Price: $ )
	+ Microsoft (Price: $ )
	+ Yelp (Price: $ )
	+ Direct mail (Price: $ )
	+ Newspapers (Price: $ )
	+ Social media (Price: $ )
	+ Craigslist (Price: $ )

# Host Open Houses

* + Schedule open house dates with seller
	+ Create and send invitations
	+ Print (Price: $ )
	+ Email (Price: $ )
	+ Prepare listing for open house (declutter, clean, etc.)
	+ Host open house
	+ Gather contacts

# Leverage Your Network to Attract Leads

* + Reach out to your network to send listing:
	+ Sphere of influence

(friends, family, former co-workers, etc.)

* + Email list
	+ Other agents
	+ Local businesses and associations

# Follow-up With Potential Buyers

* + Organize all contacts
	+ Send emails to potential buyers using CRM (Price: $ )

# Promote Your Results

* + Post/send results:
	+ Social media
	+ Email campaigns
	+ Personal website
	+ Brokerage/company website
	+ Print mail

