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

