

REAL ESTATE LISTING MARKETING PLAN CHECKLIST

1. 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

2. 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

3. 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

4. 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

5. Install a Real Estate Sign

- Confirm with seller that you can post sign
- Purchase real estate sign (Price: \$ _____)
- Post real estate sign

6. Design and Produce Print Marketing Materials

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

7. 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

8. 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: \$ _____)

9. 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

10. 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

11. Follow-up With Potential Buyers

- Organize all contacts
- Send emails to potential buyers using CRM (Price: \$ _____)

12. Promote Your Results

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