

PROPERTY MARKETING CHECKLIST

Getting the word out about your newest listing is the first step to getting it sold. Here are the things you need to do to make sure your listing is getting in front of the right buyers at the right time.

MEDIA:

All your marketing starts with your media. If you don't have fantastic photos, videos, tours, and listing copy, you won't be able to promote your listing anywhere. Unless you've got a lot of experience and can produce industry-leading content, consider hiring a professional here. The difference between iPhone photos and professional-grade photos may be the difference between getting and missing a listing appointment.

Professional Photos

Drone Video

Property Video

Listing Description

LIVE LISTING SHARED WITH:

Once you've got your listing live on the MLS, it's time to share it. Start with your seller, make sure they see all the hard work you've put in to make their home look great. After that, start spreading the word to people who are interested in purchasing or facilitating the purchase of a home.

- Seller (via Email)
- Buyers Agents in Your Market (via Email)
- Brokerage Marketing Director (via Email)
- Any Individual Buyer Who Might Be Interested (via Text Message, Phone Follow-Up)

DIGITAL PROMOTION:

After you've gotten the word out directly to interested parties, it's time to start marketing your listing online. This includes social media, email newsletters, and various websites.

- Facebook Post #1 (Property Introduction)
- Facebook Post #2 (Property Video)
- Instagram Post (Property Introduction)
- Instagram Story (Property Video)
- Property Video Uploaded to YouTube
- Featured in the Next Email Newsletter
- Featured on Website Homepage
- Verified Correct Placement on Zillow
- Verified Correct Placement on Realtor.com
- Blog Post

EVENTS:

Live events are the best way for buyers to get a feel for your new listing and whether it's a place they're interested in. Schedule events directly for buyers, as well as for buyer's representatives.

- Open House Scheduled (What Date?)
- Broker Open House Offered
- Local Realtor Tours (Young Professionals Network, Women's Council of Realtors, etc.)

PHYSICAL MARKETING:

Even though digital marketing is the best way to track your message and understand it's impact, many people can still be marketed to through their mailbox, so don't forget your physical marketing.

- New Listing Circle Prospecting Postcards

