

# MARKETING CHECKLIST FOR NEW LISTING

## FIRST WEEK

- ☐ Confirm that listing is syndicated from MLS to key portals (like Realtor.com and Zillow)
- ☐ Send eFlyer to local agents.
- ☐ Install flyer box in front of the home (if allowed).
- ☐ Hand deliver print flyers to at least 20 nearby homes and invite them to the open house.
- ☐ Schedule agent/broker open.
- ☐ Schedule open house. .
- ☐ Create a video of home and post on YouTube and social media channels.
- ☐ Write at least one blog/article about the home.
- ☐ Share listing blog post on Twitter.
- ☐ Share blog post on your Facebook business page and boost the post to gain more traction.
- ☐ Share post on additional outlets (Google Plus, Instagram, Craigslist, etc.)
- ☐ Share with your SOI.

## IF NO OFFER RECEIVED AFTER FIRST WEEK- PART 2

- ☐ Send 2nd email blast / eFlyer to local agents..
- ☐ Post another ad (Facebook, Craigslist, etc.) to a targeted audience.
- ☐ Post on social media again using a different photo this time.
- ☐ Write a new blog post and post on another platform like ActiveRain, RealtyTimes, etc..
- ☐ Update the property description.
- ☐ Make sure the best home photo is the featured photo in MLS. Look through images and re-assess.
- ☐ Gather and review all the showing agent feedback. Ask for detailed notes from agents.
- ☐ Review all feedback with the seller and discuss any adjustments to the showings, staging, and pricing.
- ☐ Conduct another open house.
- ☐ Identify the homes unique selling features and highlight those. in new posts, and ads.