

MARKETING CHECKLIST FOR NEW LISTING

First Week

- Confirm that listing 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 caravan.
- Schedule open house.
- Create a video of home and post on YouTube.
- Write at least one blog/article about the home.
- Share listing blog post on Twitter.
- Share blog post on your Facebook business page.
- Share blog post on Google Plus, Instagram, etc.
- Create Craigslist ad (especially if the home is under \$500K).

If No Offer Received After First Week- Part 2

- Send 2nd email blast / eFlyer to local agents.
- Post another ad on Craigslist.
- Post classified ad on Oodle.
- Write a new blog post and post on another platform like ActiveRain, RealtyTimes or your broker's website.
- Update the property description on Zillow/Trulia and add your phone number to the description.
- Run a paid ad (or boosted post) on Facebook to a targeted audience.
- Post on Twitter again using another photo.
- Post the best photos on Pinterest (with a link back to your listing blog post or IDX website).
- Make sure the best home photo is the featured photo in MLS – if not, update it.
- Gather and review all the showing agent feedback.
- Review feedback with the seller and discuss any adjustments to the showing schedules, staging, and pricing.