



Agent Marketing Checklist For Listings

Property _____

Seller _____

List Price _____

MLS # _____

Expiration Date _____

Once your listing is active, here is a list of marketing and administrative tasks you need to be doing (*all may not apply to every listing*).

Marketing:

- Place sign on property – make sure it looks presentable
- Put lockbox on property – make sure all keys work
- Photos in MLS – place in order and add descriptions
- eCard to Agents/Prospects
- Just Listed postcards to neighborhood
- Property Brochure for brochure box
- Prepare in-home packets for buyer agents when showing property – brochure/disclosures/surveys/etc.
- Enhance Visual Tour with descriptions, narration, etc.
- Post Visual Tour to your social media pages
- Videolicious video of home for e-marketing in Marketing Resource
- Set-up listing in Seller Advantage
- Enhance listing on realtor.com

- Boost by HomeSpotter – check ad
- Feature listing on your mobile app
- Post on your social media pages
- Schedule a Broker’s Open House
- Schedule a Public Open House

Reporting To Seller (every 1-4 weeks):

Create a report to send to your seller on a regular basis using information from the following sources:

- Seller Advantage Report
- Homespotter Engagement Report
- ListHub Report
- ShowingTime Report
- Copies of Marketing Efforts (check listing on GoToGallo.com for print advertising schedule)
- Market Statistics/Comps from MLS
- Recommendations