



**BERKSHIRE  
HATHAWAY**  
HomeServices

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## 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*).

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### **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