

47 Point Ultimate Listing Marketing Plan Checklist

- Identify The Home's Unique Selling Features
- Pricing Strategy
- Touchup and Repairs
- Staging
- Professional Photography
- Matterport 3D Tours
- Video and Virtual Tours
- Aerial Photography & Video
- Add as Much Detail as Possible
- Add the Listing to Multiple MLS Systems
- Hire a Freelance Professional to Write Your Descriptions
- Syndicate Your Listing to the Top Real Estate Websites
- Facebook & Instagram Ads
- Google Ads
- Single Property Websites
- Retargeting Ad Campaign
- Real Estate Yard Sign
- Call and Text to Capture
- QR Codes
- Branded Directional Arrows
- Open Houses
- Property Research
- Neighborhood Research
- Listing Information Book
- Newspaper Display Ads
- TV
- Radio
- Home Magazines
- Listing Fliers & Door Hangers
- Just Listed Postcards
- Promote the Listing to Your Office
- Promote to Local Real Estate Agents that Specialize in the Area
- Promote to the Local Association of REALTORS
- Market to Your Personal Database
- Door Knock The Neighborhood
- Facebook
- Pinterest
- Instagram
- TikTok
- SnapChat
- LinkedIn
- Market Nationally
- Market Internationally
- Create Cinema Style Videos for Your Listing
- Hold Broker Open Houses
- Create Luxury Home Brochures
- Offer The Owner Weekly Marketing Updates

Property: _____