

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: _____