

Real Estate Listing Marketing Plan

1. Get to Know the Listing

- Identify the Home's Unique Selling Features
- Consider Lifestyle
- Research the Neighborhood

2. Pricing Strategy

- Prepare CMA
- Discuss Options With Seller
- Local Market Considerations

3. Prepare House for Sale

- Clean and Declutter
- Repairs and Touch Ups
- Staging
- Virtual Staging

4. Create Visual Assets

- Professional Photography
- 3D Tours
- Promo Video and Virtual Tours
- Aerial Photography and Video

5. Create Listing & Post Everywhere

- Write Property Description
- Post on Local Multiple Listing Service
- Post on Brokerage and Personal Websites
- Post on Additional MLSs
- Syndicate Your Listing
- Prepare a Listing Book

6. Open Houses

- Traditional Open House
- Virtual Open House
- Open House By Appointment
- Follow Up With Open House Attendees

7. Digital Marketing

- Create a Single Property Website
- Create Ads for Facebook and Instagram
- Create Google Ad
- Create Post for LinkedIn
- Create Post for Pinterest
- Create Posts for TikTok
- Post on Craigslist
- Launch a Remarketing Ad Campaign

8. Traditional Media Marketing

- TV
- Radio
- Home Magazines
- Listing Flyers
- Newspaper Display Ads

9. Neighborhood Marketing

- Yard Signs
- QR Codes
- Geo-based Marketing
- Branded Directional Signs
- Postcards and Doorhangers
- Circle Prospecting

10. Sphere Marketing

- Share Your Listing With Your Office
- Market to Outside Agents and Brokerages
- Email Blast to Your Sphere
- Send Newsletter
- Share with Local Businesses
- List on Broker Tour or Broker Caravan
- Update Seller Weekly

Bonus: Luxury Listing Marketing

- Create Your Brand
- Produce Custom Video
- Create Hi-quality Brochure
- Market Nationally & Internationally
- Host a Broker's Open