



# PROPERTY MARKETING CHECKLIST



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## FIRST STEPS:

Stage the property (DIY or hire professionals)

Hire a photographer to get professional photos

Put a lockbox on the property

Put sign in front yard

Set up automated SMS/Voice follow up sequence

Hang sign rider with SMS/Voice call to action

Create a listing page on your website

Email listing page to existing Buyers list

Email listing page to existing Real Estate Agents list

Create flyer to fax to Real Estate Agents, put on sign, and use for Pick Your Neighbor campaign

Plan Real Estate Agent Sneak Peak day and Open House for the general public

## FACEBOOK:

Post an album with the listing photos of the property

Post an event for the Open House and upload photos

Record a Facebook Live walk through of the property

Embed the Facebook Live walk through on your listing page

Download the Facebook Live walk through to upload to Youtube

Post event in local Facebook groups (If permitted)

Post 2-4 times a week

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## **INSTAGRAM:**

Post before/after photos of property with local hashtags driving to listing page

## **LISTING SITES:**

Post to Craigslist twice a week. (Tip: change copy on each post)

Post to Zillow

Post to For Sale By Owner sites (Fsbo.com, Owners.com, Fizber.com, Forsalebyowner.com)

## **OTHER:**

Create 'Bonus' package to incentivize buyers (Free pizza or house cleaning for a year, home entertainment center, etc.)