

Real Estate: Home Listing Marketing Checklist

Use these 15 home listing marketing processes each time you have a new house listing.

- Take photos - high quality, use a photographer

- Shoot a quick video (short enough to post to social media)

- List property on MLS

- Create property page on your website

- Add your property to website like trulia, redfin, zillow, realtor, etc

- Add your video to Youtube - then embed video onto your property page

- Pin photos to your Pinterest account

- Share listing on all social media

- Create a story on Instagram and Facebook (save to highlights)

- Create a flyer (use canva.com)

- Email out all marketing materials to other agents and potential buyers

- Send out just listed postcards to potential buyers

- Create facebook ads for "just listed" home

- Come up with a marketing plan for your Open House(s)

- Create a marketing buzz for "just sold" (email blast, postcards, facebook ads, Instagram posting, Facebook posting, etc)
