

Listing Marketing Checklist

A one-page reference to copy and adapt for every new listing.

Property: _____

Before launch

- ☐ Confirm seller instructions and approvals
- ☐ Prepare the property
- ☐ Verify listing facts
- ☐ Schedule photography
- ☐ Capture video where appropriate
- ☐ Prepare floor plans or a virtual tour
- ☐ Write listing copy
- ☐ Build the property website
- ☐ Create the flyer
- ☐ Generate the QR code
- ☐ Prepare social posts
- ☐ Prepare the email campaign
- ☐ Plan the open house
- ☐ Set up lead capture
- ☐ Test every link and form

Launch day

- ☐ Publish the MLS listing
- ☐ Publish the property website
- ☐ Verify syndication where applicable
- ☐ Publish Just Listed content
- ☐ Send the email campaign
- ☐ Notify relevant agents
- ☐ Install signage
- ☐ Place flyers
- ☐ Verify QR codes
- ☐ Test lead notifications
- ☐ Begin analytics tracking

First week

- ☐ Publish feature posts
- ☐ Promote the open house
- ☐ Respond to inquiries
- ☐ Track showing activity
- ☐ Review property-page traffic
- ☐ Review QR traffic
- ☐ Collect buyer feedback
- ☐ Update the seller

Ongoing

- ☐ Refresh content
- ☐ Update price and status everywhere
- ☐ Continue follow-up
- ☐ Promote new open houses
- ☐ Review performance
- ☐ Report to the seller
- ☐ Adjust the campaign where appropriate

After sale

- ☐ Update status
- ☐ Remove expired open-house information
- ☐ Archive or update the property page
- ☐ Publish sold content where appropriate
- ☐ Record campaign results
- ☐ Save reusable assets
- ☐ Ask for a testimonial or referral where appropriate