**The Core-- LISTING CHECKLIST STAGE 3 – Marketing Plan**

# **Client Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# **Home: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Cell: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Other #: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Listing Appt Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Listing Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

\_\_\_\_\_ Honor Call to Seller

\_\_\_\_\_All Docs collected from Seller Missing: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_MLS Input \_\_\_\_\_\_\_ 2nd MLS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_Uploads to Associated Docs

\_\_\_\_\_MLS Copy to Seller for Proof / Approval

\_\_\_\_\_Showing Instructions Confirmed

\_\_\_\_\_Showing Instructions Posted

\_\_\_\_\_MLS Copies Distributed to Staff

\_\_\_\_\_ Automated Search Alerts for Seller

\_\_\_\_\_Order Payoff info

\_\_\_\_\_Order Warranty for Seller’s Coverage

\_\_\_\_\_Title Company Selected \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Closer

\_\_\_\_\_Photos Completed

\_\_\_\_\_Virtual Tour Completed

\_\_\_\_\_Other Video Completed

\_\_\_\_\_Flyers – Inside or Showing Book

\_\_\_\_\_Flyers-Outside

\_\_\_\_\_REALTOR.COM confirmed \_\_\_\_\_\_\_\_\_Banner \_\_\_\_\_\_\_\_\_\_Featured Home\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_Company or Brand Website Confirmed

\_\_\_\_\_Unique Website Ordered (123AnyStreet.info)

\_\_\_\_\_Syndication Websites Checked \_\_\_\_Homes.com \_\_\_\_\_Zillow.com \_\_\_\_\_\_Trulia.com\_\_\_\_\_\_\_\_

\_\_\_\_\_Other Sites Verified \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_Craig’s List Posting

\_\_\_\_\_QR Code Assigned \_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_Email Blast to Realtors

\_\_\_\_\_Email Blast to Buyers

\_\_\_\_\_Email Blast to Database

\_\_\_\_\_FaceBook Post

\_\_\_\_\_FaceBook Fan Page

\_\_\_\_\_FaceBook Friend Page

\_\_\_\_\_LinkedIn Post

\_\_\_\_\_WalkScore.com if over 50 point

\_\_\_\_\_YouTube Video Posted

\_\_\_\_\_ Niche Websites \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_Military Websites \_\_\_\_\_\_\_\_\_AHRN.net \_\_\_\_\_\_\_\_\_\_\_MilitarybyOwer.com

**The Core-- LISTING CHECKLIST STAGE 3 – Marketing Plan (pg 2)**

\_\_\_\_\_Just Listed / Just Sold Mailing Instructions \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_Open House Scheduled \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_Office Tour Scheduled \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_Realtor Tour Scheduled \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_ Seller Update call for 1st 5 days Day 1

\_\_\_\_\_Day 2

\_\_\_\_\_Day 3

\_\_\_\_\_Day 4

\_\_\_\_\_Day 5

\_\_\_\_\_Schedule Weekly Update Calls

\_\_\_\_\_Schedule 30 day Face to Face Meetings or Phone Appointment

\_\_\_\_\_Schedule 60 day price reduction Face to Face meeting

\_\_\_\_\_Newspaper Ad

\_\_\_\_\_Printed Publications