

Marketing Property for Sale Checklist



ONLINE MARKETING

<input type="checkbox"/> MLS (Multiple Listing Service)	Upload the property onto the MLS (Locate any/all MLS services in your area and see if they have any input sheets that you can download and use to aggregate all data needed)
<input type="checkbox"/> Website	Make sure you post finished photos and details on your company website.
<input type="checkbox"/> Craigslist	Post the property on Craigslist.
<input type="checkbox"/> Syndicate using Sellpoint	Use the Sellpoint app within Realeflow to broadcast to websites online
<input type="checkbox"/> Syndicate to any Local Websites	Syndication your property listing to any local websites that Sellpoint doesn't post on.
<input type="checkbox"/> Facebook Album	Make an album on Facebook and tag everyone on it.
<input type="checkbox"/> Facebook Event	Create Facebook event, which is the open house, and invite all "friends" to it.
<input type="checkbox"/> Facebook Ads	Create an ad on Facebook. (optional)
<input type="checkbox"/> Facebook Mastery	Post property on the Facebook Mastery page and FBWins.com
<input type="checkbox"/> Facebook - Local Real Estate Co.	Post the event on local real estate company Facebook walls. Make sure you have a relationship with them OR they may very likely get upset and delete.
<input type="checkbox"/> Enhanced Listing Status	Purchase any enhanced listing status on big websites like Zillow, Realtor.com, etc.
<input type="checkbox"/> Photo Viewer/Organizer	Upload pictures to a image viewer/organizer so you can easily use them when needed.
<input type="checkbox"/> Video	Make a movie/video using online programs if you don't have another video of property
<input type="checkbox"/> YouTube	Upload all videos to your YouTube channel. If you do not have a YouTube channel for your business then create one. Share this video on Facebook and all other social media.
<input type="checkbox"/> Social Media	Make sure you post details about you house on ALL other social media.
<input type="checkbox"/> Post Ad at MilitaryByOwner.com	Create & purchase an ad at www.militarybyowner.com . (Optional)

EMAIL MARKETING

<input type="checkbox"/> Buyers List	Email all buyers in your buyer's database.
<input type="checkbox"/> Real Estate Agent List	Email all agents in your real estate agent database.
<input type="checkbox"/> Meetup Groups	Email all Meetup Groups you are a part of.
<input type="checkbox"/> Mastery Community	Email all Mastery investors you have in your database.

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FLYERS

<input type="checkbox"/> Door Knock	Door knock as many neighbors as you can to inform them of open house and property for sale. Hand out a flyer. (Ask questions; see if they're looking to sell, etc.).
<input type="checkbox"/> Flyer - Open House	Order new listing flyers with new open house date if you have not done so in Pre Marketing.
<input type="checkbox"/> Flyer - At Property	Leave flyers at the house and make sure you check weekly so you do not run out.
<input type="checkbox"/> Post Cards	Additionally to full size flyers you can order postcards and mail to neighbors within a certain radius of your property for sale.
<input type="checkbox"/> Flyers - Local Business	Drop off flyers at local businesses so they can display. Network with the owners and ask if they might have any friends or family looking to buy or sell homes.

TEXT BLAST

<input type="checkbox"/> Moby	Text out any contacts who you have gathered by using the Moby app within Realeflow.
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SIGNS

<input type="checkbox"/> For Sale Signs	Put up For Sale Sign at the property if you have not done so already.
<input type="checkbox"/> Directional Signs	Put up For Sale Directional Signs 3-5 days before the Open House. And also leave the signs out to further attract attention.
<input type="checkbox"/> Balloons	Use balloons the day of Open House and beyond to further attract attention to you property.(Optional)

NETWORKING

<input type="checkbox"/> Affiliates	Call people you personally do business with and tell them about the house for sale.
<input type="checkbox"/> Agents	Call agents that have recently sold something in the neighborhood and/or you have in your network and tell them about the house for sale.
<input type="checkbox"/> Word of Mouth	Anyone you talk to mention that you have a house for sale.
<input type="checkbox"/> Events	Bring flyers to any local networking events you attend and pass flyers out and leave them where designated.
<input type="checkbox"/> Mastery	Call all local Mastery investors and let them know about the house for sale. Also go on the Mastery site and search in the "Members Directory" for other local members.

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BROKER CARAVAN

<input type="checkbox"/> Flyers	Print out flyers for Brokers Caravan (As many as needed)
<input type="checkbox"/> Go to Brokers Caravan	Locate the schedule of all Brokers Caravans by calling any local realtor boards. Plan on attending as many as possible.
<input type="checkbox"/> Network with Agents	Talk to as many agents as you can to let them know more about your house for sale.
<input type="checkbox"/> Add Property to Caravan	Determine the process for adding a property to the actual caravan and make sure it gets on the list.
<input type="checkbox"/> Text Agents	You can text agents the day of the scheduled caravan to assure there are no issues. Some caravans are held on a different day than the actual meeting.

OPEN HOUSE - PUBLIC

<input type="checkbox"/> Call Town	Call Town and go online to see if local community has any public events, town fairs, farmers markets, etc. (Keep holidays in mind).
<input type="checkbox"/> Flyers	Print out flyers and pass out at all local events. Advertise the open house and the house for sale in general.
<input type="checkbox"/> Attend Public Open House	Even if you have agent hold your house open, attend the 1st one to help provide any additional information to possible buyers.
<input type="checkbox"/> Add TOUR # to MLS	Be sure to add your open house date to the listing on the MLS.

OPEN HOUSE – THINGS TO BRING

<input type="checkbox"/> New Listing Flyer	Latest version of your Professional Listing Flyer.
<input type="checkbox"/> Warranties	Any and ALL warranties for appliances, new roof, HVAC, etc. This will help buyers feel even more comfortable with making an offer on your home.
<input type="checkbox"/> List of Improvements	Bring a list of improvements to provide to the public.
<input type="checkbox"/> Sign in Sheets	Sign in sheet to keep track of brokers.
<input type="checkbox"/> Town Information Packet	Bring town information packet to help inform brokers. School systems, etc. and other local information that will be useful for buyers to know.
<input type="checkbox"/> FAQ	Info and frequently asked questions about the home or buying a home. (Optional)
<input type="checkbox"/> Balloons	Balloons the day of the caravan to help find property.
<input type="checkbox"/> Open House Signs	Bring open house signs to help find property.
<input type="checkbox"/> Open House Directional Signs	Bring directional signs to help find property.

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OPEN HOUSE – THINGS TO BRING (continued)

<input type="checkbox"/> Laptop with portable printer	Bring laptop with portable printer. (Optional)
<input type="checkbox"/> List of Local Agents	Bring list of local agents to text while sitting at open house.
<input type="checkbox"/> Business Cards	Bring your business cards to pass out to brokers.
<input type="checkbox"/> Food or Bonus	Bring Drinks, chips, lunch, or any other bonus you offer.
<input type="checkbox"/> Pens	Bring pens for writing and the sign in sheet.
<input type="checkbox"/> Signs	Bring any other marketing signs you have for property.
<input type="checkbox"/> Air Fresheners	Install air fresheners if needed.
<input type="checkbox"/> Music	Bring music to play at the open house.
<input type="checkbox"/> Tape	Bring tape to have if needed for the open house.
<input type="checkbox"/> Mop	Bring mop to clean floor.
<input type="checkbox"/> Towels	Bring paper towels in case you need to clean up, etc.
<input type="checkbox"/> iPad	Bring iPad to become friends with everyone that shows up
<input type="checkbox"/> Sponsor Brochures/Flyers/Biz Cards	Bring any Sponsor Brochures/Flyers/Biz Cards necessary.
<input type="checkbox"/> Purchase and Sale Contracts	Bring purchase and sale contracts to the open house.