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| **ONLINE MARKETING** | | |
| * **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) |
| * **Website** | | Make sure you post finished photos and details on your company website. |
| * **Craigslist** | | Post the property on Craigslist. |
| * **Syndicate using Sellpoint** | | Use the Sellpoint app within Realeflow to broadcast to websites online |
| * **Syndicate to any Local Websites** | | Syndication your property listing to any local websites that Sellpoint doesn't post on. |
| * **Facebook Album** | | Make an album on Facebook and tag everyone on it. |
| * **Facebook Event** | | Create Facebook event, which is the open house, and invite all "friends" to it. |
| * **Facebook Ads** | | Create an ad on Facebook. (optional) |
| * **Facebook Mastery** | | Post property on the Facebook Mastery page and FBWins.com |
| * **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. |
| * **Enhanced Listing Status** | | Purchase any enhanced listing status on big websites like Zillow, Realtor.com, etc. |
| * **Photo Viewer/Organizer** | | Upload pictures to a image viewer/organizer so you can easily use them when needed. |
| * **Video** | | Make a movie/video using online programs if you don't have another video of property |
| * **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. |
| * **Social Media** | | Make sure you post details about you house on ALL other social media. |
| * **Post Ad at MilitaryByOwner.com** | | Create & purchase an ad at www.militarybyowner.com. (Optional) |

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| **EMAIL MARKETING** | | |
| * **Buyers List** | | Email all buyers in your buyer's database. |
| * **Real Estate Agent List** | | Email all agents in your real estate agent database. |
| * **Meetup Groups** | | Email all Meetup Groups you are a part of. |
| * **Mastery Community** | | Email all Mastery investors you have in your database. |

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| **FLYERS** | | |
| * **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.). |
| * **Flyer - Open House** | | Order new listing flyers with new open house date if you have not done so in Pre Marketing. |
| * **Flyer - At Property** | | Leave flyers at the house and make sure you check weekly so you do not run out. |
| * **Post Cards** | | Additionally to full size flyers you can order postcards and mail to neighbors within a certain radius of your property for sale. |
| * **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. |

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| **TEXT BLAST** | | |
| * **Moby** | | Text out any contacts who you have gathered by using the Moby app within Realeflow. |

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| **SIGNS** | | |
| * **For Sale Signs** | | Put up For Sale Sign at the property if you have not done so already. |
| * **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. |
| * **Balloons** | | Use balloons the day of Open House and beyond to further attract attention to you property.(Optional) |

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| **NETWORKING** | | |
| * **Affiliates** | | Call people you personally do business with and tell them about the house for sale. |
| * **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. |
| * **Word of Mouth** | | Anyone you talk to mention that you have a house for sale. |
| * **Events** | | Bring flyers to any local networking events you attend and pass flyers out and leave them where designated. |
| * **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** | | |
| * **Flyers** | | Print out flyers for Brokers Caravan (As many as needed) |
| * **Go to Brokers Caravan** | | Locate the schedule of all Brokers Caravans by calling any local realtor boards. Plan on attending as many as possible. |
| * **Network with Agents** | | Talk to as many agents as you can to let them know more about your house for sale. |
| * **Add Property to Caravan** | | Determine the process for adding a property to the actual caravan and make sure it gets on the list. |
| * **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. |

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| **OPEN HOUSE - PUBLIC** | | |
| * **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). |
| * **Flyers** | | Print out flyers and pass out at all local events. Advertise the open house and the house for sale in general. |
| * **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. |
| * **Add TOUR # to MLS** | | Be sure to add your open house date to the listing on the MLS. |

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| **OPEN HOUSE – THINGS TO BRING** | | |
| * **New Listing Flyer** | | Latest version of your Professional Listing Flyer. |
| * **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. |
| * **List of Improvements** | | Bring a list of improvements to provide to the public. |
| * **Sign in Sheets** | | Sign in sheet to keep track of brokers. |
| * **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. |
| * **FAQ** | | Info and frequently asked questions about the home or buying a home. (Optional) |
| * **Balloons** | | Balloons the day of the caravan to help find property. |
| * **Open House Signs** | | Bring open house signs to help find property. |
| * **Open House Directional Signs** | | Bring directional signs to help find property. |
| **OPEN HOUSE – THINGS TO BRING (continued)** | | |
| * **Laptop with portable printer** | | Bring laptop with portable printer. (Optional) |
| * **List of Local Agents** | | Bring list of local agents to text while sitting at open house. |
| * **Business Cards** | | Bring your business cards to pass out to brokers. |
| * **Food or Bonus** | | Bring Drinks, chips, lunch, or any other bonus you offer. |
| * **Pens** | | Bring pens for writing and the sign in sheet. |
| * **Signs** | | Bring any other marketing signs you have for property. |
| * **Air Fresheners** | | Install air fresheners if needed. |
| * **Music** | | Bring music to play at the open house. |
| * **Tape** | | Bring tape to have if needed for the open house. |
| * **Mop** | | Bring mop to clean floor. |
| * **Towels** | | Bring paper towels in case you need to clean up, etc. |
| * **iPad** | | Bring iPad to become friends with everyone that shows up |
| * **Sponsor Brochures/Flyers/Biz Cards** | | Bring any Sponsor Brochures/Flyers/Biz Cards necessary. |
| * **Purchase and Sale Contracts** | | Bring purchase and sale contracts to the open house. |