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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.  |