

The “Quick Sale” 27-Point Marketing Checklist

Agent Name: _____ Listing Address: _____

Today's Date: _____ Target Date For Selling Listing: _____ Target # of Buyer Leads Generated: _____

☐ **Yes!** This listing has been priced competitively; it has been professionally staged for maximum curb appeal and professional, high-quality photos have been taken. Now we're ready to market the property.

Item #	Marketing Method	Assign To	Done	Notes
1	Just Listed Door Hanger or Postcard to target market “farm” area			
2	Do a Video Post on Social Media with Preferred Lender (promoting the property with call to action)			
3	Call Capture/Text Capture Rider Sign in the property's lawn			
4	Open House Feedback Form or use Tablet or QR Code to capture leads from the Open House guests			
5	Email Marketing: Listing agent (and referral partners) send at least one email to their respective databases with a link to the SPW.			SWP = single property website
6	Facebook Marketing: Listing agent (and referral partners) post link for SPW on their respective Facebook Fan Pages			
7	Add virtual tour to your YouTube Channel			
8	Listing featured in your Fusion Newsletter “Listings of the Month”			
9	Listing featured in “Insert of the Month” Ad Spot in mortgage pro's Monthly Newsletter (sent to their database of prospects and clients)			
10	Post on Craigslist, Facebook, IG, Twitter, LinkedIn, etc.			

Item #	Marketing Method	Assign To	Done	Notes
11	Financing Sheets for Open Houses			
12	Get All Your Referral Partners to come to your Grand Opening Open House and have them promote it via email and social media (and have each post be tagged with all the partners)			
13	Send email to database of Realtors (especially top 10% agents), promoting the new listing and asking them to notify their buyers			
14	Create FB Business Page for the listing and add the virtual tour video to it			
15	Post on other websites (Click Here for Top 50 Websites)			
16	Business Card Stickers			
17	Offer Realtor® tour to agents (promote it by phone, fax and email)			
18	Distribute flyer to all agents in your Realty office (and board offices)			
19	Follow-up with all agents who have shown your listings via email, or phone (get feedback and answer questions)			
20	Discuss feedback from showing agents with seller to determine if changes will accelerate the sale			
21	Announce listing at Realtor Mastermind (i.e. 3 rd Thursday Event)			
22	Make info box or tube available under "For Sale" sign making feature sheets available.			
23	Promote at Board of Realtors Meeting, leads group, etc.			
24	Promote at office sales meetings			

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