



Marketing Materials Checklist for Listings

ProCoaching Infinite Resources

This checklist is designed to help you ensure that every marketing material needed to successfully promote a listing is created, organized, and ready to go.

1. Property Photography

- ☐ **High-Resolution Photos:** Capture exterior and interior shots of the property (minimum 20-30 photos for various rooms and angles).
- ☐ **Aerial or Drone Shots (if applicable):** Showcase large properties, unique landscapes, or waterfront views.
- ☐ **Twilight/Golden Hour Photos (optional):** Capture the property in the best lighting to evoke a desirable mood.
- ☐ **Close-ups of Key Features:** Focus on distinctive features like fireplaces, luxury appliances, custom finishes, or outdoor spaces.
- ☐ **Professional Staging (if applicable):** Ensure photos are taken after staging to highlight the home's best attributes.

2. Listing Description

- ☐ **Compelling Headline:** Attention-grabbing description to spark interest (e.g., "Stunning 4-Bedroom Family Home in the Heart of [City Name]").
- ☐ **Property Overview:** Include essential details such as price, square footage, number of bedrooms and bathrooms, and property type.
- ☐ **Key Selling Points:** Highlight unique features like remodeled kitchens, smart home technology, oversized backyards, or proximity to local amenities.
- ☐ **Neighborhood Overview:** Mention desirable local amenities such as parks, schools, shopping areas, and transportation options.



- ☐ **Clear Call to Action:** Encourage buyers to contact you, schedule a showing, or visit your website for more information.

3. Digital Marketing Materials

- ☐ **Property Website/Landing Page:** Create a dedicated webpage for the listing with high-quality photos, a detailed description, and contact information.
- ☐ **MLS Listing:** Ensure the property is correctly listed on the MLS with all details, high-quality images, and relevant disclosures.
- ☐ **Social Media Graphics:** Design shareable images for Facebook, Instagram, LinkedIn, and other platforms.
 - ☐ Image with key property info (price, address, key features)
 - ☐ Open House graphic (if applicable)
 - ☐ Video clip or virtual tour snippet
- ☐ **Facebook/Instagram Ads (if applicable):** Develop targeted ads with compelling visuals and a call-to-action to drive engagement.
- ☐ **Property Video (optional):** Produce a walkthrough video or 3D tour of the property for social media and online platforms.

4. Print Marketing Materials

- ☐ **Property Flyers/Brochures:** Create visually appealing flyers with professional photos, property details, and agent contact info.
 - ☐ Single-page flyer (for open houses or events)
 - ☐ Multi-page brochure (for high-end or luxury properties)
- ☐ **Postcards:** Design postcards with listing information to send to local neighbors or potential buyers in the area.



- ☐ **Feature Sheet:** Provide a detailed one-pager with information about the home, neighborhood, and why it's an ideal purchase.
- ☐ **Open House Signage:** Design directional and information signs for open houses or private showings.
- ☐ **For Sale Sign:** Ensure a professional, visible sign is placed on the property to catch the attention of passersby.

5. Email Marketing Materials

- ☐ **Listing Email Template:** Craft an engaging email with a property overview, photos, and a direct link to the listing or landing page.
- ☐ **Open House Invitation Email:** Design an email specifically to invite people to an open house or special showing event.
- ☐ **Email Drip Campaign (if applicable):** Plan a series of emails to nurture potential buyers (e.g., price reductions, feature reminders, exclusive showings).

6. Virtual Tour & 3D Tour (optional but highly recommended)

- ☐ **360° Virtual Tour:** Ensure a detailed, interactive tour that gives buyers a feel for the space without visiting in person.
- ☐ **3D Floor Plan (optional):** Show a floor plan with dimensions and the flow of the home to help buyers visualize the layout.

7. Open House Materials

- ☐ **Open House Flyers:** Specific flyers to advertise upcoming open houses or private viewings.



- ☐ **Sign-In Sheet:** Keep track of attendees at open houses for follow-up.
- ☐ **Refreshments (if applicable):** Prepare snacks, drinks, and other small touches to make the open house more inviting.
- ☐ **Property Info Packet:** Have a printed version of the property flyer, disclosures, and key selling points ready for attendees.

8. Local Partnerships/Co-Marketing (optional)

- ☐ **Local Business Collateral:** Work with local businesses to co-market the property through flyers, email blasts, or event sponsorships.
- ☐ **Community Groups/Events:** Partner with local community groups or events to spread the word about the property (e.g., sponsoring a local event and advertising the listing at the same time).

9. Testimonials & Reviews

- ☐ **Seller Testimonials (if applicable):** Collect positive testimonials from the seller (or previous sellers) to build credibility and trust.
- ☐ **Client Testimonials (post-sale):** After the sale, request testimonials from buyers that can be used in future marketing efforts.

10. Post-Sale Marketing (optional)

- ☐ **Just Sold Post:** Share the success of the sale with a "Just Sold" post across social media and in email newsletters.
- ☐ **Thank You Notes:** Send a thank-you note to the seller and/or buyers for the sale, encouraging them to refer your services to others.



- ☐ **Referral Incentives:** Include information about your referral program for future clients.

Bonus Tips

- **Consistency:** Ensure all materials have consistent branding, colors, and messaging that align with your agency's identity.
- **Tailored Materials:** Customize marketing materials to suit the property's unique features, whether it's a luxury home, family property, or fixer-upper.
- **Timely Updates:** Be sure to update your materials as necessary, especially when there are price changes, new photos, or special promotions.