

The Complete Realtor Marketing Checklist

Every box worth ticking between **“I’m thinking of selling”** and **“we closed.”** Twelve phases, 120+ action items, and zero guesswork, so nothing quietly falls through the cracks on your best listing.

12 PHASES

120+ CHECKPOINTS

LAUNCH TO CLOSE

PRINT & GO

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Great listings aren't lucky. They're **checked off**.

The difference between a listing that sells in twelve days and one that limps to ninety is rarely the house. It's the **hundred small things** that either happened or didn't: the twilight shot you skipped, the MLS field you left blank, the open-house attendee nobody called back. This checklist exists so none of those get decided by memory.

01

Print one per listing

Clip it to the file the day the agreement is signed. One listing, one copy, one source of truth.

02

Work it in order

The phases are sequenced deliberately. Pricing before photos, photos before launch, always.

03

Skip with intent

Not every item fits every property. Cross out what doesn't apply, but never skip by accident.

04

Debrief and refine

After closing, mark what moved the needle. Your tenth listing should run better than your first.

THE TWELVE PHASES AT A GLANCE

PHASE 01

Pre-Listing & Intake

BEFORE THE SIGNATURE

PHASE 02

Pricing & Positioning

WEEK 1

PHASE 03

Prep & Staging

WEEK 1-2

PHASE 04

Photo, Video & Drone

BEFORE LAUNCH

PHASE 05

Copy & MLS Launch

LAUNCH DAY

PHASE 06

Digital Marketing

LAUNCH DAY

PHASE 07

Social Media

DAYS 1-14

PHASE 08

Print & Offline

DAYS 1-10

PHASE 09

Showings & Opens

DAYS 3-21

PHASE 10

Feedback & Reporting

WEEKLY

PHASE 11

Offer to Close

UNDER CONTRACT

PHASE 12

Close & Referrals

FOREVER AFTER

14

The first fourteen days do most of the work.

A listing gets its largest share of portal traffic in the first two weeks, while it is still new to every saved search in the market. Phases 01 through 08 all belong in front of that window, not after it.

THIS COPY BELONGS TO

PROPERTY ADDRESS

SELLER

LIST DATE

TARGET CLOSE

01

Pre-Listing & Seller Intake

10 ITEMS

Win the listing before you ever discuss the price.

- ☐ Run a full CMA using 3-, 6-, and 12-month closed comps
- ☐ Pull tax records, plat map, HOA docs, and permit history
- ☐ Check for liens, easements, or title issues **early**
- ☐ Send the pre-listing packet 48 hours before the appointment
- ☐ Walk the home with a buyer's eye and build a punch list
- ☐ Capture the seller's timeline, motivation, and walk-away number
- ☐ Set expectations: showing notice, feedback cadence, price reviews
- ☐ Execute listing agreement, agency, and required disclosures
- ☐ Collect gate codes, alarm info, lockbox plan, and pet instructions
- ☐ Add the property to your CRM with automated task triggers

PRO TIP

Ask one question at intake and let it sit: "What would have to happen for you to call this a great sale?" The answer tells you whether you're selling speed, price, or certainty, and every decision downstream gets easier.

02

Pricing & Positioning

8 ITEMS

Price is the loudest piece of marketing you will ever publish.

- ☐ Price against **active competition**, not just closed comps
- ☐ Test price bands against portal search brackets (\$499K vs. \$505K)
- ☐ Identify the single strongest hook: the one thing buyers will remember
- ☐ Write the positioning statement in one sentence
- ☐ Define the target buyer: who they are, where they're moving from, why
- ☐ Agree on the price-review trigger in advance (days on market or showing count)
- ☐ Decide whether a "coming soon" window helps or wastes momentum
- ☐ Put the strategy in writing and send it to the seller

WATCH OUT

An overpriced listing doesn't fail quietly; it burns the two weeks of attention you can never buy back, then sells below where it would have landed on day one. Agree on the adjustment trigger while everyone is still optimistic.

03

Property Prep & Staging

10 ITEMS

You are not selling a house. You are selling a photograph of one.

- ☐ Deliver a prioritized prep list with cost and payback estimates
- ☐ Declutter, depersonalize, and deep clean every room
- ☐ Fresh paint on high-traffic walls, trim, and doors
- ☐ Curb appeal: mulch, edging, pressure wash, new house numbers
- ☐ Swap dated light fixtures and cabinet hardware
- ☐ Replace every dead bulb, and **match the color temperature**
- ☐ Stage or virtually stage the living room, kitchen, and primary suite
- ☐ Neutralize odors without overcorrecting into air freshener
- ☐ Secure valuables, medications, mail, and firearms before showings
- ☐ Final walkthrough the morning of the photo shoot

PRO TIP

Mismatched bulbs are the cheapest fix with the biggest photographic payoff. One warm bulb in a room of cool ones turns an otherwise beautiful kitchen shot orange on one side and blue on the other.

04

Photography & Visual Assets

10 ITEMS

The thumbnail decides whether anything else you do matters.

- ☐ Book a professional photographer, never phone photos
- ☐ Schedule the shoot for the home's best natural light
- ☐ Order stills, drone exteriors, and a twilight hero shot
- ☐ Commission a floor plan with room dimensions
- ☐ Capture a 3D tour or virtual walkthrough
- ☐ Shoot a vertical video tour for Reels, Shorts, and TikTok
- ☐ Gather neighborhood and lifestyle b-roll
- ☐ Film a short agent intro clip on site
- ☐ Reject any frame that is crooked, dark, or cluttered
- ☐ Organize all assets in one shared folder with a naming convention

PRO TIP

Choose the hero image by squinting at it as a thumbnail on a phone, not full-screen on a laptop. That is the size at which almost every buyer will actually make the decision to click.

05

Listing Copy & MLS Launch

10 ITEMS

Blank fields are invisible listings.

- ☐ Lead the headline with the hook, not “Welcome home!”
- ☐ Write an opening line that earns the second line
- ☐ Translate features into buyer benefits
- ☐ Name the school zone, commute times, and walkable anchors
- ☐ Complete **every** MLS field, since fields drive filtered searches
- ☐ Verify room counts, square footage source, and lot size
- ☐ Set showing instructions, lockbox details, and the feedback link
- ☐ Proofread for typos, wrong pronouns, and stale dates
- ☐ Order photos: hero, exterior, living, kitchen, primary, everything else
- ☐ Confirm syndication reached every major portal

COMPLIANCE CHECK

Describe the property, never the people. Keep school, neighborhood, and “perfect for” language strictly factual and property-focused, and review all copy against Fair Housing requirements and your brokerage’s advertising policy before it goes live.

06

Digital Marketing

9 ITEMS

Give the listing a home that isn’t rented from a portal.

- ☐ Build a single-property landing page with its own URL
- ☐ Email the listing to your sphere and active buyer database
- ☐ Email the agents who sold nearby in the last twelve months
- ☐ Run geo-targeted paid social ads to the buyer persona
- ☐ Install a retargeting pixel on the landing page
- ☐ Publish a Google Business Profile post
- ☐ Upload the tour to YouTube with a full description and chapters
- ☐ Syndicate to relocation, luxury, or niche networks where it fits
- ☐ Track clicks, saves, and shares in one dashboard

PRO TIP

The neighboring agents who closed deals within a mile this year already have the buyers who lost out on something similar. That email list is small, free, and converts better than almost any ad spend.

07

Social Media

10 ITEMS

Ten posts that look effortless. Scheduled on a Tuesday.

- ☐ Coming-soon teaser: one detail shot, no full reveal
- ☐ Just-listed carousel with the five strongest images
- ☐ Vertical video walkthrough with on-screen captions
- ☐ “Three things you’d miss on a drive-by” reel
- ☐ Neighborhood spotlight featuring a local business
- ☐ On-camera story series with a link sticker to the landing page
- ☐ Post in community and relocation groups **where permitted**
- ☐ Use geotags, neighborhood hashtags, and tag the right accounts
- ☐ Reply to every comment and DM within the hour
- ☐ Close the loop with a just-sold post and seller testimonial

PRO TIP

Captions on, always. Most property video is watched with the sound off, which means an uncaptioned walkthrough is a silent film with no subtitles.

08

Print & Offline

8 ITEMS

The yard sign still outperforms most of your ad budget.

- ☐ Full-color property brochure printed on heavy stock
- ☐ Yard sign with directional riders and a QR rider
- ☐ QR code routed to the landing page, then **test it on two phones**
- ☐ Just-listed postcards to a 200–500 home radius
- ☐ Brochure box at the curb, refilled weekly
- ☐ Hand-deliver open house invitations to the immediate block
- ☐ Local print or magazine placement if the price band supports it
- ☐ Broker open invitations to the top producing agents nearby

PRO TIP

Neighbors are your most motivated unpaid sales force, because they get to choose who moves in next door. Knock on ten doors before the first open house and you will out-market any boosted post.

09

Showings & Open Houses

10 ITEMS

Every visitor is either a buyer or a referral. Treat them that way.

- ☐ Host a broker open within the first week
- ☐ Hold the first public open house within ten days
- ☐ Promote the open house five to seven days out, everywhere
- ☐ Map a sign route from the nearest main road to the door
- ☐ Use a digital sign-in that feeds directly into the CRM
- ☐ Set out brochures, cards, and a feature sheet on the counter
- ☐ Lights on, blinds open, soft music, comfortable temperature
- ☐ Sellers and pets out of the house, every time
- ☐ Follow up with every attendee within 24 hours
- ☐ Log showing feedback the same day it arrives

PRO TIP

Follow up the same evening, not Monday. A note that references something they actually said in the kitchen will out-convert a templated “thanks for visiting” email ten times over.

10

Feedback, Reporting & Adjustments

7 ITEMS

The market is always talking. Reporting is just listening out loud.

- ☐ Send a weekly seller update: traffic, feedback, portal stats, next steps
- ☐ Compare the showings-to-offer ratio against local norms
- ☐ Read saves and views in the first 14 days as the pricing signal
- ☐ Address repeated objections head-on: price, condition, or location
- ☐ Refresh the hero image, copy, or photo order if traffic stalls
- ☐ Recommend adjustments on the agreed trigger, not on panic
- ☐ Re-blast the agent list after any material change

READ THE SIGNAL

Plenty of views but few showings is usually a **price** problem. Plenty of showings but no offers is usually a **condition** problem. Few views at all is a **photo and copy** problem. Diagnose before you discount.

11

Offer to Close

9 ITEMS

Deals rarely die on price. They die on a missed date.

- ☐ Present every offer in writing with a side-by-side comparison
- ☐ Verify proof of funds or pre-approval before countering
- ☐ Negotiate terms, not just price: dates, contingencies, credits
- ☐ Calendar every deadline: inspection, appraisal, loan, walkthrough
- ☐ Deliver supporting comps to the appraiser the day of the appointment
- ☐ Coordinate repairs, receipts, and any re-inspection
- ☐ Confirm clear-to-close at least 72 hours out
- ☐ Schedule the final walkthrough and utility transfers
- ☐ Review the settlement statement with the seller before signing

PRO TIP

Put every contract deadline on a shared calendar with a reminder 48 hours ahead. The contingency everyone forgets is the one that quietly expires in your client's favor, or against them.

12

Close & Referral Engine

9 ITEMS

Closing day isn't the finish line. It's the first touch of the next deal.

- ☐ Take the closing-day photo and add the sold rider
- ☐ Deliver a thoughtful closing gift in person, not by mail
- ☐ Mail just-sold postcards to the same farm radius
- ☐ Ask for the review within 72 hours, while it still feels fresh
- ☐ Request referrals **specifically**, not vaguely
- ☐ Enroll the client in a long-term past-client touch campaign
- ☐ Send the closing packet for their tax records
- ☐ Set anniversary and birthday reminders in the CRM
- ☐ Debrief the listing and update your playbook

PRO TIP

"Do you know anyone looking?" gets you nothing. "Who at your office has mentioned outgrowing their place?" gets you a name. Specific questions produce specific answers.

The first fourteen days, day by day.

If you only use one page of this checklist, use this one. Attention peaks the moment a listing hits the portals and decays from there, so the heaviest lifting belongs up front.

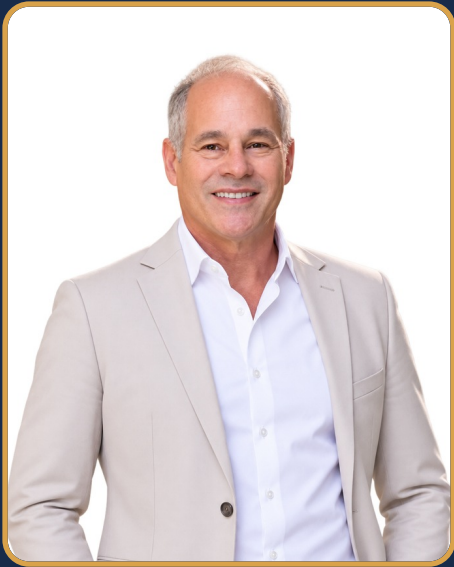
WHEN	THE NON-NEGOTIABLE	DONE
Day -7	Prep list delivered, staging scheduled, photographer booked	☐
Day -2	Photos, drone, floor plan, and video shot and delivered	☐
Day -1	Listing copy written, proofed, and loaded; landing page live	☐
Day 1	MLS goes live, syndication confirmed, sign and lockbox installed	☐
Day 1	Email blast to sphere, buyer database, and nearby listing agents	☐
Day 2	Just-listed social posts live; paid campaign running	☐
Day 3	Broker open hosted; feedback collected in writing	☐
Day 4	Just-listed postcards in the mail; brochure box stocked	☐
Day 5-6	Open house promoted across every channel	☐
Day 7	First public open house; digital sign-in captured	☐
Day 8	Every attendee followed up with personally	☐
Day 10	Vertical video tour and neighborhood reel published	☐
Day 12	Seller report sent: traffic, saves, feedback, recommendation	☐
Day 14	Strategy review: hold, refresh, or adjust against the trigger	☐

Weekly Rhythm, Every Week

- ☐ Seller update sent on the same day each week
- ☐ All showing feedback logged and shared
- ☐ Portal views and saves recorded
- ☐ One fresh piece of content published
- ☐ Brochure box and sign condition checked
- ☐ Competing new listings and price cuts reviewed

Before You Hit Publish

- ☐ Address, price, and square footage verified twice
- ☐ Hero image checked at thumbnail size
- ☐ Copy reviewed for Fair Housing compliance
- ☐ QR code and landing page link both tested
- ☐ Required brokerage and license disclosures present
- ☐ Showing instructions accurate and current



LET'S GET IT SOLD

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This checklist is the same process I run on every listing I take, with nothing held back. If you'd like help putting it to work on your property, or you just want a straight answer about what your home would do in today's market, reach out any time.

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REFERRALS WELCOME

Know a physician, practice owner, or colleague thinking about buying, selling, or leasing? Send them my way. Referrals are handled personally, start to finish.

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