

Broker Listing Marketing Checklist

BEFORE

- Create Flyer
- Prep Open House Marketing

LIVE

- Facebook Marketplace
- Buy/Sell Groups
- Facebook Event (open house)
- Google My Business - Geotag photos and upload listing to page
- Google My Business - Add to blog and products
- Google My Business - Create event (open house)
- Post on Social Platforms (tag clients)
 - Facebook
 - Instagram
 - TikTok
 - LinkedIn
 - Pinterest
 - Twitter
 - Threads
- Deliver Open House invites to neighbors
- Open House QR Code or sign in sheet
- Run Ads

UNDER CONTRACT

- Pending letter - Circle Prospecting
- Social Post (wait until contingencies are met)

SOLD

- Sold Letter - Circle Prospecting
- Remove Marketplace*
- Remove Buy/Sell Groups*
- GMB - Move to SOLD
- Social Media
 - Facebook
 - Instagram
 - TikTok
 - LinkedIn
 - Pinterest
 - Twitter
 - Threads