



New Listing Marketing Checklist

Clients Name:		Date:	
Property Address:		City:	
Home #:		Cell #:	
E-mail			
Agent:		Listing Price:	

	Call Client to make introduction and make appt to take pictures. <i>(Client Family Photo for file)</i>	Appt Date:
	Set Up Deal in AllClients (File Label, Check list, Pictures on Disk, Listing Contract & MLS sheet)	
	Check out Lock Box	Lock Box #:
	Order Sign Post from SignSetters, www.SignSetters.com , Request sign panel, white post and flyer box.	
	Enter Listing into MLS <i>Upload Pictures to the MLS and add descriptions</i>	MLS #:
	Link MLS to Lock Box on Suprakey	
	Add Listing to ShowingSuite	
	Create Listing Flyers. # of flyers printed:	
	Upload listing onto Personal Website. Upload photos and descriptions	
	Add property to Zillow	
	Add property to Trulia	
	Create Zillow Rentals Ad (Previously Postlets)	
	Create Craigslist Ad	
	Post property on Facebook Pages/Groups	
	Schedule/Coordinate Open House	Day: Time: Agent Name:
	Post Open House on MLS	
	Post Open House on Zillow	
	Post Open House on Trulia	
	Create Virtual Tour	
	Upload Virtual Tour to YouTube Channel	
	Set up Realtor Tour	Board: PCAOR SAR El Dorado Other: _____ Date: _____.
	Postcard Campaign (if applicable): CoreFact (250 radius around property)	
	Date Sent: _____ # Mailed _____	Just Listed/Open House Date Sent: _____ # Mailed _____ Sold
	Verify that Sign post is up – Deliver Flyers and Sign Riders	
	Request Open House Feedback from Agent(s)	
	48 Hours - Verify listing is posted on all marketing sites	
	(1 week) Email Seller Marketing Report including all active links, flyer, mls printout, showing report/feedback using	
	Pest inspection from Roseville Termite & Pest	Per Agents, order: At Listing At Escrow
	Order Natural Hazards Disclosure report Send copy of report to client for their signature.	
	Open Escrow with _____	Escrow# _____.