

# PROPERTY MARKETING CHECKLIST

Property Address:

---

## **PRE-LIST:**

- Take or order property marketing photos**
- Install Sign through SignSetters & Flyer Box**
  - [www.signsetters.com](http://www.signsetters.com) Username: [sold@realty1st.com](mailto:sold@realty1st.com) PW:\*\*\*\*\*
  - Notate in Maestro sign has been installed by signsetters
- Complete Equator Tasks (when notification is received)**
  - Upload Marketing Description
  - Upload Marketing Photos

## **ACTIVE:**

- Maestro Tasks**
  - Change status to "LISTED"
  - Add price to "Listing" Tab
  - Add appropriate website notes to "Notes" tab and label as "Website"
  - Verify sign and lockbox have been installed
    - Update lockbox log: tdrive/lockboxlog.xls
  - Mark off Hompath Fields accordingly (If applicable)
  
- Enter listing into MLS(s)**  Metrolist  Amador  Calaveras  Sutter/Yuba  Nevada County
  - Attach appropriate documents to MLS Listing (IF APPLICABLE)  
Fannie: 3 docs "Offer Submission Instructions" "Owner Occ Cert" "FNMA Sample Addndm"  
HUD: 2 docs (FAQ's-General Public/Agents)
  - Assign Supra Lockbox
  - Pdf "Agent One Page" Report and save it to MARKETING folder on the tdrive under the property
  - Commission Verified at \_\_\_\_\_%
  
  - MLS #'s: Metrolist \_\_\_\_\_
  
- Create PDF for One Page Report in Metrolist and Save to Marketing Folder of the property "SUBJECT MLS ACTIVE [DATE]"**
  
- Complete Equator Tasks(Fannie Mae Portal)**
  - Listing Supplement Task
  - Confirm Hompath Marketing Material
  - Upload MLS Printout

## **PROPERTY MARKETING:**

- Create Flyer**
  - Save as PDF in property "Marketing" folder
  - Print 40 Colors Copies and deliver to field inspector

- Create Postcard
  - Create Artwork
  - Check USPS EDD website to identify total number of recipients in carrier zone:  
<https://www.usps.com/business/every-door-direct-mail.htm>
  - UN: jcrespillo PW: jordon06
  - Once identified, place order and select “Pay at Post Office”
  - Print necessary documents when prompted and follow instructions on how to bundle
- **Enter listing on Website**
  - Syndicate on marketing sites using the Marketing Tab
  - Post to Facebook Pages
    - Marguerite Crespillo
    - Country Property & Estates
    - Hot Buys
    - Marguerite’s Timeline
  - Create Unique web link on “Presentation” Tab (i.e. [www.YourHomeSoldFast.com/123MAIN](http://www.YourHomeSoldFast.com/123MAIN) )
- **Zillow.com** (upload/verify) property is listed on Zillow
  - UN: [sold@realty1st.com](mailto:sold@realty1st.com) PW: \*\*\*\*\*
  - Upload min. of 26 photos (duplicate if necessary)
- **Trulia.com**
  - UN: [sold@realty1st.com](mailto:sold@realty1st.com) PW: \*\*\*\*\*
  - Upload min. of 26 photos (duplicate if necessary)
- **Homes.com** (upload/verify) property is listed on Homes.com
  - <http://150096346.homesconnect.com/>
  - UN: margueritecrespillo PW: \*\*\*\*\*
  - Once listing is saved, Click “Post to Craigslist” on the right sidebar and follow instructions to post
- **Postlets.com**
  - UN: [marguerite@realty1st.com](mailto:marguerite@realty1st.com) PW: \*\*\*\*\*