

# Real Estate Marketing Checklist

Track 1 (left): run for every listing. Track 2 (right): keep your brand always-on.

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## Pre-listing 7-10 days out

- Order pro photos: 20-25 wide-angle shots, exterior first
- Get the listing video in 3 formats: 9:16, 1:1, 16:9
- Write the MLS description: 150-200 words, lead with the strongest feature
- Build or update the single-property landing page
- Schedule the coming-soon post for 7 days before MLS live
- Write 3 captions ahead: just-listed, feature highlight, open house invite
- Prepare the just-listed postcard for the 200 nearest homes
- Confirm every MLS field before submitting
- Draft the sphere email: 3-4 sentences, one link, one forward ask
- Pull 3 comps from the last 90 days for the seller update

## Launch day

- MLS live before 9 a.m., photos uploaded in order
- Sphere email out before 10 a.m.
- Post the 9:16 video to Reels with the just-listed caption
- Post the 1:1 video to the feed
- Stagger TikTok and Shorts 2-4 hours after Reels
- Meta ad: Housing category, 15-mile radius, \$5-10/day
- Drop just-listed postcards (or hand-deliver the closest 10-20)
- Stories post with a link sticker to the property page
- Verify Zillow, Realtor.com and Redfin within 24 hours
- Text 5 likely connectors: one sentence, the link, no pitch

## Ongoing weekly until contract

- 2-3 Stories per week: new photo, showing count, or open house reminder
- Open house invite to your sphere 3 days before each event
- Recap post after each open house: attendance, feedback, next step
- New creative within 24 hours of any price change
- Review ads at day 7: under 1% CTR, swap the creative
- 'Still available' post every 10-14 days with fresh copy
- Weekly showing-feedback note to the seller

## Always-on: weekly

- Publish 2-4 short-form videos
- Reply to every comment and DM within 24 hours
- One LinkedIn post: market insight, closed deal, or question

## Always-on: monthly

- Market-update email: one neighborhood, 3 data points, 1 CTA
- Google Business Profile: 2-3 new photos, answer all reviews
- Add one new testimonial with the client's permission
- Check headshot, bio, phone and email match across all profiles

## Always-on: quarterly

- Refresh the listing presentation with current stats and wins
- Audit templates for outdated prices or expired examples
- 'Thinking of selling' mailer to your farm (500-1,000 homes)
- Content report: double down on the top-performing format
- Verify license renewal date and CE hours

Tip: print one copy per listing for Track 1. Track 2 lives on the wall by your desk; reset the checkboxes each Monday, first of the month, and first day of the quarter.