

# Listing Marketing Checklist



Property Address: \_\_\_\_\_

<b>Pre-Active</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Lifestyle Marketing Copy Proofed by Coach</li><li><input type="checkbox"/> Photos Taken &amp; Retouched (if necessary)</li><li><input type="checkbox"/> Photo Descriptions Written and Proofed by Coach</li><li><input type="checkbox"/> Sign Post Ordered</li><li><input type="checkbox"/> Lockbox Checked-Out</li></ul>
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<b>Once Active</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> FMLS Entry Proofed</li><li><input type="checkbox"/> GaMLS Entry Proofed</li><li><input type="checkbox"/> Seller's Disclosure Statement Uploaded (if provided)</li><li><input type="checkbox"/> Lead Based Paint Exhibit Uploaded</li><li><input type="checkbox"/> "Community Association Disclosure" Uploaded (if necessary)</li><li><input type="checkbox"/> Real Living Website Link Confirmed</li><li><input type="checkbox"/> Zillow Link Confirmed</li><li><input type="checkbox"/> Realtor.com Link Confirmed</li><li><input type="checkbox"/> Trulia Link Confirmed</li><li><input type="checkbox"/> eMail Marketing to Agent Community</li><li><input type="checkbox"/> Social Media Advertising Scheduled (boosted if warranted)</li><li><input type="checkbox"/> Flyer Received from Office &amp; Delivered to Property</li><li><input type="checkbox"/> Post Card Mailed (if wanted)</li><li><input type="checkbox"/> Open House Scheduled</li></ul>
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