



# Lifestyle Marketing

## Marketing Production Guide

Congratulations on earning the Seller's business.

We're here to help make you look good (or better)!

PLEASE ensure your Seller has a clear understanding of the time it will take to properly prepare an effective marketing campaign. You may "list" the property as "coming soon" in FMLS but ensure they understand that per license law, we cannot advertise the property to the public until the Lifestyle Story campaign is ready. At a minimum it will take 2 days from the day you have submitted all the required documents. PLAN ACCORDINGLY!

1. Contact your preferred photographer and schedule photography of the property. Ideally, photos should be done within 2 to 3 days of your meeting with the Seller. There are several vendors in myIntown in the Vendor List under Office Tools.
2. If you need a post installed and/or a custom panel, please request that on MoveUpShop.com. The signpost will be installed within 3 days. Panel production can take up to 7 days.
3. FULLY COMPLETE the necessary paperwork for the property within 2 to 3 days, upload them into the property's DotLoop and submit them. Documents include:
  - GAR Listing Agreement
  - Dual Entry Data Form
  - Home Seller Insights
  - Strategic Online Media Marketing
  - Cooperative Showing Instructions
4. Follow up with the Photographer for the photos and email a link to the same to Jodi or Kim.
5. If you need assistance, Kim & Jodi can help create the Lifestyle Story and provide you with draft versions for your approval within 2 business days. Please review the materials and request changes within 1 day of receipt. If you do not notify us of changes, we will move forward with the drafted version.
6. Collateral will go into production per #4. Digital copies will be available within 2 days and professional printing will be available within 4 days.
7. Go sell the property!