

NEW LISTING DIGITAL CHECKLIST

- Verify accurate information in MLS
- Determine audience for property
- Create short video about property
- Take beauty shots of property
- Build landing page
- Create Adwerx listing ad campaign
- Install Adwerx retargeting pixel
- Inform all neighbors the house is going for sale via email
- Ask them to share with all their friends
- Schedule open house
- Drop off school reports and community profile at seller's home
- Fill brochure holder in front of home
- Send Just Listed postcards
- Send referral source a thank you note
- Add property to listing board
- Collect emails at open house to do custom ad follow-up
- Send clean room award to seller's kids