



# MAKE MY LISTING

MARKETING SYSTEM

*famous*

## Coming Soon

- Create “Coming Soon” social media video post series
- Create list of 100 neighbors to call/door hang to invite to preview open house; obtain contact information
- Create and send preview open house Evite to neighbors
- Create event on Facebook and Google Business Page
- Plan mega open house, create QR code, and order marketing materials
- Complete agent intro video shoot

## On Market

- Create and send 300 listing launch postcards to surrounding neighbors
- Shoot walkthrough video and post on all social media platforms
- Create social media post with virtual tour and boost post on Facebook/Instagram
- Install instant showing sign
- Post directional arrows at all intersections leading to the listing

## Pending

- Create and send “Pending Announcement” Slybroadcast
- Create “Pending/Buyers Looking” social media series
- Create and mail 300 “Pending/Buyers Looking” postcards to neighbors
- Implement “Buyers Looking” (Magic Buyer Letter) system
- Edit website to update “Story of Sold” page

## Sold

- Create social media “Story of Sold” series
- Create and send “Story of Sold” Slybroadcast
- Create and mail 300 “Story of Sold” postcards
- Create “Story of Sold” and Seller Seminar QR codes
- Deliver 100 “Did you hear about your neighbor” door hangers with Seller Seminar invitation on back

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