

LISTING LAUNCH SOP

Step 1

- Agent creates a pre listing video with the following questions:
 - Where is the property
 - First name of the owner
 - How much do they want
 - CTA - "If you want to be added to my VIP list, send me a DM"

Step 2

- Marketing edit it: showing 1 mile radius map and include a poll yes/no as a story in Instagram

Step 3

- It is shared in Reel and tik tok - add the agent as collaborator

Step 4

- Our marketing coordinator consolidates the VIP list, collects contact from the team and agent's instagram and send to the VAs to be added to the CRM

Step 5

- Our ISA will call the VIP list and/or will make at least 200 calls to circle prospect around the listings area

Step 6

- Coming soon strategy consists on one of our VAs searching the property match for the property from CINC - Properties and then sending a notification to the agent assigned.
- Our VA sends the email template with the landing page and listing link to all the contacts on the VIP list

Step 7

- Once the listing is active, our marketing coordinator creates a 30 seconds video only with the listing photos. For listing \$1M and up, we create the long form 1-2 minute videos We share the video in all platforms (youtube, instagram, fb and google my business as a product)

Step 8

- We will host 24 hours open houses for vacant properties and 12 hour open houses for occupied properties. We need to host at least 1 open house per week for new listings Neighborhood open house will be optional.
- It is mandatory to submit your open house request by completing this form:
- The agents will take turns to host these open houses.
- The flyers for the OH will be available with the property landing page and listing link
- When an agent requests to doorknock for a listing, they will receive flyers with their own personal
- home estimate QR code, so all leads will go directly to them in the CRM

Step 9

- The listing agent will record a video following the next questions:
 - How we met
 - When did they buy the home
 - What renovations were done recently
 - Marketing strategy
 - Offer activity & Negotiations
 - Successful closing

Step 10

- Our marketing coordinator will edit the video from step 9 and will update our initial landing page with it Then, a QR code will be generated with the youtube link no public

Step 11

- Our agents will door knock with flyers created with the closing story and the QR code with the youtube link Option to include their home estimate personal QR code also available

Step 12

- 200 postcards to be sent around the listing neighborhood for 4 consecutive weeks.
- After that, we make the youtube video public