

CUSTOM Marketing PLAN



Each property listing is unique, and requires a detailed marketing approach to ensure that it is being showcased in the best possible way! This is a comprehensive, interactive list of everything we will do to sell your home.

Once the Listing Agreement is Signed:

- Conduct property walk-through; determine scope of updates and develop plan
- Schedule contractors to perform necessary work
- Discuss staging requirements
- Create calendar; share with seller
- Add property to RLAH HotList

While Updates are Being Completed:

- Schedule cleaning
- Schedule [Photographer](#)
- Schedule [Floor Plans](#)
- Begin drafting MLS listing
 - Include [Property Information Sheet](#)
 - Schedule Open House
- Write [Property Description](#); send to seller for approval
- Publish as “Coming Soon” in MLS; add to [Website](#) and share to social media
- Schedule sign installation or install manually

Listing the Property:

- Put SentiLock on property
- Publish as “Active” in MLS
- Print [Property Flyer](#) and [Map](#); deliver to property for showings and Open House
- Print [Value Point Cards](#); hang in property
- Post [Video](#) to [YouTube](#), [Instagram](#), [Facebook](#)
- Send [E-Flyer](#) to Realtors, advertising Open House
- Host Open House

Additional Digital Resources:

- [Single Property Website](#)
- Social media posts and ads
- Public website listings
 - RLAH@properties Website
 - Realtor.com
 - Homes.com
 - HomeFinder.com
 - Zillow.com
 - Redfin.com
 - Trulia.com
 - Movoto.com
 - MSN Real Estate
 - Yahoo Homes
 - The Washington Post
 - The New York Times
 - AOL Real Estate

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