CENTURY 21
Alliance

A PERSONALIZED PLAN FOR YOUR HOME

Six-Month Marketing Plan

Preparation, launch and consistent follow through



Illustrative cover image

Our goal is to attract well-informed buyers, evaluate their response and help you make sound decisions about your sale. This plan explains the proposed work, what you will receive and when we will review it together.

Prepared for your property

Property address

Seller name or names

Prepared by agent

Agent cell

Brokerage office phone

Agent email

Plan date and version

Proposed service plan. Personalize the property details, selected services, costs and dates before use. The six months describe a planning horizon, not an expected time to sell. Once an offer is accepted, we shift to the contract and closing work on page 17.

PLAN OVERVIEW

Your goals and the six month roadmap

We start with your priorities and agree on the services appropriate for your property. The calendar gives us a consistent process while leaving room to respond sooner when the evidence or your circumstances change.

Preferred moving date _____

Most important sale priorities _____

Timing or access constraints _____

Phase	Primary focus	Review or decision
Before launch	Verify facts, prepare the home and approve the campaign.	Ready to publish and accept inquiries.
Month 1	Launch and establish a baseline.	Two-week check and first monthly review.
Month 2	Improve the response.	Adjust the message, access or positioning.
Month 3	Refresh the property story.	Full strategy review using current comparisons.
Month 4	Keep exposure relevant.	Review channels, season and competition.
Month 5	Reassess value and seller priorities.	Compare timing, costs and available choices.
Month 6	Choose the next course.	Continue under agreed terms or close out marketing.

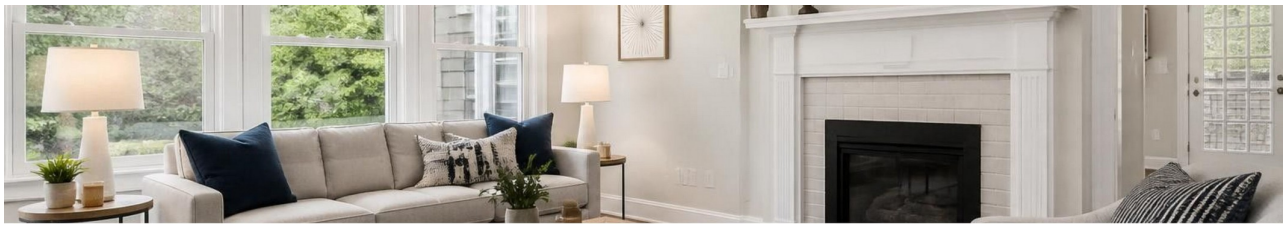
How to use the calendar

Weeks 1–26 are planning checkpoints, approximately six months. Put actual dates on the calendar and schedule each monthly review by the calendar month. The listing agreement controls the authorized term; the plan does not extend it. Later activities apply only while the property remains actively marketed and authorized.

Find the monthly actions on pages 6–11, the weekly report on page 13, budget choices on page 15 and your agreed schedule on page 18. Frequencies in this proposal are suggested starting points until personalized and agreed.

PREPARATION

The property message and pricing plan



The campaign will explain the home accurately and connect its strongest verified features to useful benefits. Pricing analysis will consider the alternatives buyers can choose, your property's condition and your objectives. [1, 2]

Feature or improvement	Why it matters	Evidence or source
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

The pricing conversation

- Review relevant active, pending and recently sold properties, noting differences in location, size, condition and features.
- Explain the recommended range, proposed asking price and dated estimated net proceeds. Identify assumptions and unresolved questions.
- Discuss whether preparation, access or terms affect the way buyers may compare your home.
- Set a first review date. You decide on the asking price and approve any change through the required process. [2]

Initial asking price _____

First pricing review date _____

Advertising will describe property features and avoid preferences about who should live in the home. Images will represent the property honestly; illustrative imagery in this sample plan is not photography of your home.

LAUNCH READINESS

Before the home goes public

This checklist establishes the order of work. We set realistic dates with you and the service providers. Public promotion and showings begin only when the authority, listing status and applicable requirements permit them.

Item	Lead	Completion check
Goals and timing	Seller + agent	Confirm priorities, preferred move date and constraints.
Authority and marketing choices	Agent + seller	Complete required agreements and confirm the permitted launch sequence.
Property information	Seller + agent	Verify facts, inclusions, exclusions, improvements and unresolved questions.
Pricing analysis	Agent	Review current comparisons and explain the recommended asking price.
Preparation scope	Seller + agent	Agree on cleaning, repairs, staging and any cost approvals.
Documents and disclosures	Seller + agent	Gather required forms and available permits, warranties and records.
Photography and media	Agent + provider	Schedule approved media after preparation and confirm usage rights.
Message and materials	Agent + seller	Check facts in photos, remarks, brochure and property page.
Access and privacy	Seller + agent	Set showing windows, notice, pet arrangements and handling of valuables.
Listing and response setup	Agent	Check MLS fields, links, contact routing and coverage.
Budget and calendar	Seller + agent	Confirm services, optional items, payer, limits and review dates.
Final launch check	Agent	Verify status, current rules, materials and the agreed launch date.

Target photo date _____

Target public launch date _____

The agent coordinates the checklist; the seller supplies property information and approvals. Additional work, costs and vendor appointments must be agreed before ordering. A change in readiness may change the launch date.

Where and how we will market

Each channel has a defined purpose. We choose the mix for your home, record what is included and track the response. Public websites may control their own display, refresh timing and analytics.

Channel	Proposed timing	What we will produce or check
MLS and public listing displays	Publish at the authorized launch; audit weekly and after changes.	Accurate facts, photos, status, showing instructions and working links.
Property page and brochure	Create for launch; update after material changes.	One current source for features, media and the showing contact.
Organic social content	Proposed target: 2 useful posts each week while active.	A verified feature, a question answered or an approved update.
Property video	One launch tour or short video if selected; refresh when useful.	A clear explanation of layout and features with a contact action.
Email and agent outreach	Launch notice; targeted weekly follow-up; material updates.	Relevant, permission-based contact and a logged next step.
Open houses and previews	One launch event if approved; evaluate further events monthly.	Purpose, promotion, staffing, permission and follow-up.
Sign and print materials	At launch if allowed; inspect weekly and after changes.	Legible contact information and consistent property details.
Paid promotion and mail	Only under the selected budget and campaign dates.	Approved audience settings, spending cap and response review.

Content that gives buyers useful information

Each piece should explain one useful feature, answer a question or communicate a real update. It should include a current contact or showing path. We will avoid repeating the same advertisement without reviewing its purpose and response.

All services and frequencies are subject to the choices recorded on pages 15 and 18. Paid ads, premium media, staging and mail are optional unless specifically included. Events require approval, access and appropriate staffing.

MONTH 1 / WEEKS 1–4

Launch and establish a baseline

Introduce your home with accurate information, strong presentation and reliable access. Establish a baseline so our next decisions reflect the response to your property.

Week	Planned work	What you will receive
1	Publish the approved listing and test the inquiry and showing paths. Verify the public display, release the launch announcement, contact relevant agents and invite appointments.	Live listing links, a completed publication check and the first activity summary.
2	Publish a feature story and a short property video if selected. Hold the approved launch open house, follow up with permission and review questions about price, condition and access.	Event or showing summary, follow-up log and a 14-day review.
3	Compare new competing listings and recent sales. Correct confusing information, answer recurring questions and share a second feature with a clear invitation to view the home.	Updated competition notes, content links and any approved corrections.
4	Review four weeks of work and response. Refresh the comparative market analysis, examine access and discuss whether price, condition, presentation or channel choices need to change.	Month 1 report, written recommendation and the next 30-day action list.

Content and outreach ideas

Launch announcement with price, key facts and a showing contact • Feature story explaining a useful space or documented improvement • Short tour or open-house invitation when approved

Your part in the plan

Complete agreed preparation, keep the home available during approved showing windows and promptly flag incorrect facts or access problems.

What we will review

At the two-week and month-end reviews, we examine actual inquiries, completed showings and feedback. If a clear problem appears earlier, we address it immediately.

Decision for this month: Continue the launch plan or approve a documented change with an owner and review date.

The weekly service and report continue throughout this phase. Dates and optional services follow your agreed schedule. If an offer is accepted, move to page 17.

MONTH 2 / WEEKS 5–8

Improve the response

Use the first month’s evidence to improve the campaign. Give interested buyers and their agents useful new reasons to take another look.

Week	Planned work	What you will receive
5	Implement the decisions from the first monthly review. Check the revised information everywhere we can control it and give prior interested contacts an accurate update when permitted.	Change log, updated links and approved outreach.
6	Explain a feature buyers may have missed. Update the brochure or tour if needed and ask recent showing agents specific questions about value, condition and alternatives.	New content, revised materials and a summary of useful responses.
7	Evaluate an additional open house or broker preview against recent results, seller convenience and cost. If approved, promote it and arrange follow-up; otherwise use scheduled appointments.	Event decision and results, or an appointment outreach summary.
8	Compare this month with the prior period using the same measures. Review new contracts, sales, price changes, access limitations and the results of any paid promotion.	Month 2 report, updated pricing analysis and the next action list.

Content and outreach ideas

A feature explanation responding to a real buyer question • Updated tour or approved price or improvement announcement • A useful event invitation when an event has a defined purpose

Your part in the plan

Tell us about changes to your timing, complete approved improvements and help resolve recurring showing restrictions where practical.

What we will review

A larger audience alone is not enough. We look for relevant inquiries, completed visits, repeat interest and written offers, and investigate gaps between those steps.

Decision for this month: Retain useful channels, revise weak messages and approve any necessary change in positioning.

The weekly service and report continue throughout this phase. Dates and optional services follow your agreed schedule. If an offer is accepted, move to page 17.

MONTH 3 / WEEKS 9–13

Refresh the property story

Keep the presentation accurate and current. Make a substantial review of the property's position against the homes buyers can choose today.

Week	Planned work	What you will receive
9	Audit photos, remarks, links, status and attachments. Replace outdated images or inaccurate details, particularly after repairs, staging changes or a change of season.	Media audit and a list of approved replacements.
10	Show another verified feature, layout connection or improvement. Update the property page and brochure so the new explanation is consistent.	Published feature content and refreshed property materials.
11	Review the choices buyers have made since launch. Compare pending and closed homes, concessions when known, days on market and meaningful differences in condition or features.	Updated comparison and a clear explanation of the differences.
12	Revisit interested buyers and agents with a substantive update, following permissions. Consider a new tour or event only if it addresses a specific reason to visit.	Outreach results and the decision on any additional event.
13	Hold a full 90-day strategy review. Reassess price, presentation, access, seller timing, spending and the work completed. Set the next month's priorities.	Month 3 report and a written strategy decision.

Content and outreach ideas

A refreshed photo sequence after an actual change • A layout or feature explanation that answers a recurring question • A documented improvement or approved positioning update

Your part in the plan

Review proposed new photography and any additional costs. Revisit preparation priorities and your preferred moving timetable.

What we will review

A refresh must reflect something useful or changed. We do not remove and relist a home merely to disguise its marketing history.

Decision for this month: Approve a meaningful refresh, a supported pricing change or another documented strategy.

The weekly service and report continue throughout this phase. Dates and optional services follow your agreed schedule. If an offer is accepted, move to page 17.

MONTH 4 / WEEKS 14–17

Keep exposure relevant

Maintain consistent service while adjusting to the current season, competing inventory and the questions buyers are asking.

Week	Planned work	What you will receive
14	Carry out the strategy review decisions. Recheck public displays and give previously interested contacts the approved update when appropriate.	Completed changes, correct public information and follow-up results.
15	Highlight a verified seasonal or practical feature, such as outdoor access, storage or a documented system upgrade. Refresh exterior imagery if the current view has materially changed.	A new feature story and any approved media replacement.
16	Expand relevant agent outreach through approved brokerage and professional channels. Consider relocation exposure only when supported by the property and available brokerage services.	Channel and outreach log, including responses and appointments.
17	Review results against the last comparable period and current competition. Reassess the usefulness of events, paid campaigns and any remaining preparation work.	Month 4 report, current comparisons and the next action list.

Content and outreach ideas

A timely property feature with accurate current imagery • Updated agent information and appointment availability • A purposeful invitation tied to an approved event or change

Your part in the plan

Keep the property and landscaping consistent with the photographs and tell us promptly about changes in condition, occupancy or availability.

What we will review

Promotion focuses on the home’s features and broadly available opportunities. Advertising and audience choices follow fair housing requirements and brokerage review.

Decision for this month: Continue productive exposure and stop or revise activities that have no clear purpose.

The weekly service and report continue throughout this phase. Dates and optional services follow your agreed schedule. If an offer is accepted, move to page 17.

MONTH 5 / WEEKS 18–21

Reassess value and seller priorities

Make the next decision with a current view of the market and your priorities. Review the total cost and practical effect of continuing the present strategy.

Week	Planned work	What you will receive
18	Update your preferred moving date and estimated carrying costs. Compare the likely cost of additional time with the alternatives you are willing to consider.	Revised timing priorities and a seller-supplied cost worksheet.
19	Prepare a fresh comparative market analysis and review the net proceeds assumptions. Discuss price, repairs or concessions separately so each choice is clear.	Current pricing recommendation and an estimated proceeds comparison.
20	Implement only the changes you approve. Update the listing and materials consistently and notify relevant interested contacts of substantive changes when permitted.	Approved change record, updated materials and response summary.
21	Assess the response to those changes and examine new competition. Decide which activities deserve continued time or spending before the final planning month.	Month 5 report and the next action list.

Content and outreach ideas

A clear announcement of an approved, substantive change • A feature reminder connected to current buyer questions • Updated property details and a direct showing invitation

Your part in the plan

Provide current estimates for taxes, insurance, utilities, maintenance and other carrying costs, as relevant. Consult your advisers about tax, financing or legal decisions.

What we will review

Any estimate is dated and assumption-based. We compare price and terms, likely costs and your timing rather than using online activity as proof of value.

Decision for this month: Choose the next pricing and marketing approach using current evidence and your priorities.

The weekly service and report continue throughout this phase. Dates and optional services follow your agreed schedule. If an offer is accepted, move to page 17.

MONTH 6 / WEEKS 22–26

Choose the next course

Continue the agreed work and make a deliberate decision before the listing agreement expires. Preserve a clear record of results, choices and next steps.

Week	Planned work	What you will receive
22	Review the listing agreement's actual end date, any notice requirements and the remaining campaign budget. Schedule the strategy meeting before those dates.	A written decision timetable and remaining budget.
23	Complete the agreed outreach, content and follow-up. Recheck access and whether current photographs and details still represent the home accurately.	Weekly activity summary and any corrections.
24	Compare current alternatives, including a revised sale strategy, a separately agreed extension or ending marketing under the agreement. Discuss other uses only with appropriate professional advice.	Options with costs, timing considerations and open questions.
25	Review the full campaign: work completed, spending, buyer response, offers, changes and current competition. Agree on the preferred next step.	Six-month performance review and a documented decision.
26	Implement the decision under the required written authority. If marketing ends, coordinate status changes, advertising removal, sign and access-device arrangements and any outstanding invoices.	A confirmed continuation plan or an orderly marketing closeout.

Content and outreach ideas

Current availability and verified property features • Any approved substantive change that merits renewed outreach • An accurate status update when the authorized marketing changes

Your part in the plan

Attend the strategy meeting and decide on any proposed extension or change before action is taken. Confirm access-device and sign arrangements if marketing ends.

What we will review

The actual agreement controls the marketing term. This calendar does not automatically extend it or authorize a new listing, expenditure or price change.

Decision for this month: Continue under agreed written terms, change the strategy or complete the authorized closeout.

The weekly service and report continue throughout this phase. Dates and optional services follow your agreed schedule. If an offer is accepted, move to page 17.

A predictable weekly service routine

You should know what happened, what it means and what we recommend next. We propose one written update and a scheduled conversation each week while your home is actively marketed. Significant developments are handled when they arise.

When	Agent work	What you can expect
Each business day	Monitor assigned inquiry channels, respond within the agreed target and coordinate showing requests.	A reliable point of contact and a recorded next step.
After a showing or event	Request feedback, record responses and follow up with permission.	Useful comments shared when received; feedback is not guaranteed.
Early in the week	Review competition, listing accuracy, prior responses and the week's schedule.	Priorities based on current information.
During the week	Complete the selected content and outreach; maintain access and materials.	Links or a record of completed work.
At the agreed weekly time	Send the activity summary and discuss questions and recommendations.	A report even when activity is light or there is no change.
At each monthly review	Refresh the market comparison, evaluate the plan and agree on changes.	A decision, an owner and the next review date.

Response and communication details

Weekly update day and time _____

Preferred update method _____

Agent response target during agreed hours _____

Coverage contact when agent is unavailable _____

Offers and time-sensitive developments follow applicable duties and the agreed communication process. We will not hold them for the weekly report. Record any exceptions to this proposed routine on page 18.

REUSABLE REPORT

Your weekly seller update

Property and reporting dates _____

Measure	This period	Previous period	Source or notes
Selected tasks completed	_____	_____	_____
Relevant inquiries	_____	_____	_____
Showing requests	_____	_____	_____
Completed showings	_____	_____	_____
Requests not accommodated	_____	_____	_____
Second visits or repeat interest	_____	_____	_____
Written offers	_____	_____	_____
Paid marketing spend	_____	_____	_____

Work completed and evidence

_____

_____

Buyer feedback and changes in the market

_____

_____

Recommendation and seller decision

_____

_____

Next action and owner _____

Next review date _____

Use the same reporting period and definitions. Record each platform’s views or clicks separately, if available; they may include repeat activity and cannot be added together as unique buyers. Distinguish unanswered feedback requests from actual comments. Activity counts alone do not establish market value or predict an offer.

REVIEW POINTS

How we will decide what changes

We examine the likely cause before recommending more spending or a price change. The calendar sets regular reviews; a clear problem or a meaningful change can require action sooner.

What we observe	What we will examine or do	When we review
Inaccurate display or broken link	Correct the information or routing and document the correction.	Promptly, then verify the live result.
Low visibility or few relevant inquiries	Audit distribution, search fields, lead photo, message and price against current alternatives.	At the weekly review or earlier if a defect appears.
Inquiries without completed showings	Check response speed, recurring questions, showing windows and appointment friction.	Within the next review period after the fix.
Showings without meaningful next steps	Look for repeated feedback and compare condition, price and competing homes.	Discuss after a useful body of feedback; do not wait for month-end.
Paid activity with weak response	Review actual spend and relevant outcomes; pause or revise before renewing.	At the agreed campaign end or spending limit.
New competition or changed seller timing	Refresh the pricing analysis and compare available choices and estimated net proceeds.	As soon as the change affects the decision.

A pricing review is a specific recommendation

We will show the relevant competition, recent response, condition differences, your timing and the estimated proceeds under the options being discussed. A proposed price change will identify the amount, reason, approval process and follow-up date. [2]

A change needs a follow-up

The action record should say what changed, who approved it, when it went live and what evidence we will check next. We will not promise that a certain number of views, a fixed ad budget or a price adjustment guarantees a sale.

Agreed additional review trigger _____

Your marketing budget and choices

Before we commit funds, we will identify the service, provider, scope, payer, spending limit and timing. Included means specifically included in your agreed services. A blank entry is not approval to order or charge you.

Service	Included or optional	Payer	Approved limit
Photography	_____	_____	_____
Video or 3D tour	_____	_____	_____
Floor plan	_____	_____	_____
Staging consultation or rental	_____	_____	_____
Signs and printed materials	_____	_____	_____
Paid digital advertising	_____	_____	_____
Direct mail	_____	_____	_____
Open-house expenses	_____	_____	_____
Refresh or other service	_____	_____	_____

Total approved seller-paid marketing limit _____

Total approved agent or brokerage marketing limit

_____

Campaign or service dates _____

For each optional purchase

Record the quote, cancellation or renewal terms, payment timing and the approval. Set an end date or spending cap for paid campaigns. Review results before renewing. If the property goes under contract or marketing ends, review recurring charges promptly.

This worksheet covers marketing services. Commissions and other transaction charges are governed by the applicable agreements and disclosures. A home preparation or repair cost should have its own scope and approval. Amend the written budget when the plan changes.

How we work together



Before photography and each visit

- Complete agreed cleaning, decluttering and presentation work. Remove private documents, personal photographs where desired, valuables, medications and visible account information. [3]
- Keep lights, room access and basic housekeeping consistent with the presentation plan. Make safe, agreed arrangements for pets and occupants.
- Provide current information about condition, repairs, systems and inclusions. Tell the agent promptly when something changes.

Showing arrangements

Permitted days and time windows _____

Advance notice requested _____

Pet or occupancy arrangements _____

Known access restrictions _____

Safety and privacy

The agent will coordinate access under approved procedures. Do not share access codes publicly. Discuss cameras and recording devices with the agent so any use follows applicable requirements. For open houses, agree on staffing, access, privacy and follow-up before the event.

Approval responsibilities

The agent coordinates marketing and recommends changes. You approve the agreed scope, additional seller-paid costs and any price change. If work or access becomes impractical, tell us so we can revise the schedule together.

When an offer is accepted

An accepted offer changes the work immediately, whether it arrives in the first week or later. We shift from the active marketing calendar to the requirements and dates in the transaction, with the appropriate attorney and service providers.

Stage	What we coordinate	What you receive or decide
Offer evaluation	Compare price, financing, contingencies, timing and estimated net proceeds.	An explanation of the options and your decision.
Accepted offer	Confirm the proper status, access, communications and required contract steps. Review advertising and events.	A transaction calendar based on the agreement.
Due diligence	Track inspections, document requests and agreed deadlines; coordinate responses with the proper advisers.	Updates on open issues and decisions requiring approval.
Financing and appraisal	Coordinate permitted access and provide factual property information. Track milestones with the appropriate parties.	Clear notice of delays or issues as they arise.
Closing preparation	Coordinate agreed repairs, receipts, walkthrough access, moving logistics and the closing contact process.	A dated preparation checklist and outstanding items.
After closing	Confirm the authorized status and marketing closeout, sign and access-device arrangements.	A completed handoff and records for your files.

If the transaction does not proceed

After the appropriate parties confirm the contract status, we will discuss a return to active marketing if authorized. We will review any new property information, required disclosures, price and media before restarting. Follow-up with prior interest will respect permissions and current facts.

Backup offers, continued showings and public status changes depend on the transaction, seller instructions and applicable rules. Contract and legal questions belong with the appropriate professional; this marketing calendar does not supply transaction deadlines.

PERSONALIZE BEFORE LAUNCH

Your agreed plan at a glance

Property address _____

Agent and best contact _____

Authorized launch date _____

Listing agreement end date _____

Weekly update day time and method _____

Monthly review	Scheduled date	Monthly review	Scheduled date
Month 1	_____	Month 4	_____
Month 2	_____	Month 5	_____
Month 3	_____	Month 6	_____

Selected channels and agreed frequencies _____

Services or activities excluded _____

Approved seller-paid budget reference _____

First action owner and due date _____

Plan reviewed with seller on: _____ Version: _____
Record agreed selections and changes here. Required authorizations remain in the appropriate agreements. This plan does not change those agreements or guarantee a sale, selling price or timeframe.

Further reading

[1] NAR Consumer Guide Marketing Your Home

[2] NAR Consumer Guide What Goes Into Pricing Your Home

[3] NAR Consumer Guide Preparing to Sell Your Home

The schedule, sample frequencies and forms are an original proposed service plan. References checked October 22, 2026. Resource developed by Bob Latigona for Century 21 Alliance agents. Photographs are illustrative course artwork.