Marketing the Listing

Agent workbook

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Your objective

Build a marketing plan that accurately presents one property, coordinates the launch, handles inquiries, and gives the seller useful evidence for the next decision.

How to use this workbook

Work with one current or sample property throughout the class. Record facts and sources before writing copy. Use the separate handouts for field work and seller conversations. The fictional case on page 10 is a teaching example, not a local market benchmark.

Agent name

Property or sample property

Class date and next seller meeting

Use this workbook with the combined 36-slide deck and matching Moody script. Slides 22–34 use the six-month client handout. Allow about 60 minutes of teaching, plus time for questions.

The property brief

Give every marketing activity the same factual starting point. Keep private access details in approved private systems.

Seller objective and timing

Approved exposure and access arrangements

Facts or claims that still need verification

Approved services, spending limit and payer

Who approves the materials and who checks publication

Public launch target and first seller review

Positioning and proof

Use the CMA and current competing listings to explain how this home fits the available choices. Connect each feature to a supportable explanation.

What competing choices should the seller understand

Feature or claim	Useful explanation	Source or proof

Which concern could limit interest and what evidence do we need

What preparation, access or pricing question needs a seller decision

The MLS fact review

Review searchable fields as carefully as remarks. Seller approval helps identify errors and does not replace the agent’s duties.

- ☐ Location and map placement match the property.
- ☐ Property type, rooms and parking reflect verified information.
- ☐ Square footage and its source are clear.
- ☐ Taxes, fees and association information have current sources.
- ☐ Inclusions and exclusions agree with the appropriate documentation.
- ☐ Public remarks contain no private access or confidential seller details.
- ☐ Listing status, showing instructions, links and attachments are correct.
- ☐ Current Bright entry and public-marketing requirements have been checked.

Unresolved item, source to consult and responsible person

Second review completed by and date

Consumer-facing display check after publication

The media plan

Plan the story before ordering or publishing media. Keep original files, verify rights, and review current requirements for edits and virtual staging.

Image or asset	What it explains	Owner and due date
Opening photo		
Main living area		
Kitchen and layout		
Outdoor space		
Other useful asset		

Which image sequence or layout question needs improvement

Privacy items to remove before photography

Usage permission or virtual-staging disclosure to confirm

Training standard: do not erase damage or invent permanent features in a way that misrepresents the listing. AI-written claims need the same factual review as human-written copy.

Clear property descriptions

Write about the property’s actual features. Avoid unsupported superlatives, promises, demographic preferences, and invented facts.

Fictional example

Sliding doors connect the kitchen to the rear patio. The enclosed room off the living area offers flexible space. A driveway provides off-street parking.

Opening sentence using a verified feature

Two supporting details with their sources

A claim that needs a qualification or should be removed

Brokerage identification and contact details to check

For public ads, use the brokerage-approved identification and contact format. Review both the content and audience settings of paid housing ads. See resource guide [3] and [4].

The launch calendar

This is an operating plan, not an MLS deadline schedule. Coordinate entry, status, public marketing and showings under current requirements.

Stage	Activity and owner	Actual date / check
Before launch	Approvals, facts, media, status and access	
Launch day	Publication and display check	
Days 1–3	Inquiries and cooperating-agent outreach	
Days 4–7	Approved content or event; seller update	
Days 8–14	Approved adjustment; next review	

Required approvals and dependencies before public marketing

First seller review date and method

Backup plan if readiness or access changes

Social content and outreach

Choose a useful message, a clear next step and a person who will handle the response. Use approved contact lists and commercial-email procedures.

One property feature for a short post or video

Caption or short introduction using only verified facts

Link or contact action and person who will test it

Email or agent-outreach message and why it is relevant

Paid promotion purpose, budget limit and review date if approved

Approved hashtags for sample social content: #C21AllianceSJ #Century21Alliance #C21 #Century21

Visits and inquiry follow-up

Build the response process before the campaign begins. Follow current brokerage procedures for representation, disclosures, access and communication permissions.

Who covers calls, email, social messages and web inquiries

Backup coverage and realistic response expectation

Open-house purpose, seller approval, staffing and status check

Privacy, pet and security arrangements

How representation and communication preferences will be recorded

Follow-up owner, next action and date

A seven day review

Fictional teaching case: $425,000 asking price; 18 inquiries including duplicates and unrelated messages; 6 completed showings; 2 agents mention a dated kitchen; no written offers; one weekend showing request could not be accommodated.

Which facts need cleanup or clarification before reporting

What does this activity tell us and what does it not prove

What will you check about exposure, access and competing homes

What recommendation can you support after those checks

Review guidance

Separate relevant inquiries from duplicates. Verify the display and response path, investigate the access issue, and review current competing choices. Two comments do not establish every buyer’s view. A price recommendation needs evidence. More ad spending is one possible choice, not an automatic answer.

The weekly seller update

Report the work, the response and the next decision separately. Use matching dates and source definitions. Do not add overlapping platform counts and call them unique buyers.

Reporting period and information sources

Approved activities completed

Measure	Count / result	Meaning or limitation
Relevant inquiries		
Completed showings		
Repeat visits / follow-up		
Written offers		

Recurring feedback, access issues and competing changes

Recommended action, seller decision, owner and due date

Next review date

Your next listing plan

Complete the plan for your selected property. Newer agents can review it with a manager before launch. Experienced agents can use it to identify a gap in their current routine.

The next three tasks and why each matters

Who will complete each task and by when

What evidence will confirm completion

What requires seller or brokerage approval

When the seller will hear from you next

Keep with the file

Property brief, verified facts, approved materials, launch calendar, inquiry log, activity review and documented decisions. Use the separate resource guide for source links and current-rule checks. Next in the roadmap: Showings, Feedback, and Seller Communication.