MARKETING THE LISTING / WEEK 8

Launch readiness checklist

Agent-facing checklist. Record the property, reviewer and date. Resolve open items through the proper broker or professional before publication.

Property and review date

Authority and facts

- ☐ Signed authority and seller marketing instructions confirmed.
- ☐ Current Bright entry, status, public-marketing and access rules reviewed.
- ☐ Property facts, sources, inclusions and exclusions checked.
- ☐ Unresolved claims or condition questions identified and referred.

Media and message

- ☐ Photographs and copy accurately represent the property.
- ☐ Privacy, media rights and required editing disclosures checked.
- ☐ Brokerage identification and contact format approved.
- ☐ Housing-ad content and any paid targeting reviewed.

Execution

- ☐ Launch tasks, budget, payer and responsible people recorded.
- ☐ Listing displays, links and inquiry path tested.
- ☐ Showing or event arrangements authorized and permitted.
- ☐ Response coverage and first seller review scheduled.

Open item, owner and deadline

MARKETING THE LISTING / WEEK 8

Property marketing brief

Keep one current brief for all marketing. Store confidential access details in the approved private system.

Property and agent

Seller objective and timing

Verified features and supporting sources

Current competition and positioning to discuss

Questions, exclusions or approvals still outstanding

Approved services, payer and budget limit

Launch target, response owner and seller review date

MARKETING THE LISTING / WEEK 8

Copy and media review

Use before publishing or approving a revised advertisement.

- ☐ Every factual claim has a reliable source.
- ☐ Rooms, dimensions, features and improvements agree with the listing.
- ☐ Copy describes the property without discriminatory preferences.
- ☐ Price, status, dates and qualifications are current.
- ☐ The photo order explains the property without a misleading impression.
- ☐ Original images are retained and usage rights cover the planned channels.
- ☐ AI-written details have been checked against verified facts.
- ☐ Virtual staging follows current permitted-edit and disclosure rules.
- ☐ No edit conceals damage or invents permanent features misleadingly.
- ☐ No personal documents, access codes or confidential details are visible.
- ☐ Brokerage name, contact labels and office details use the approved format.
- ☐ Links and mobile crops work as intended.

Correction needed and where it must be updated

Reviewer, approval and date

MARKETING THE LISTING / WEEK 8

Fourteen day launch calendar

Illustrative operating sequence. Actual dates must fit readiness, seller instructions and current MLS requirements. This sheet does not establish MLS deadlines.

Property and public launch target

Stage	Task and responsible person	Date / verified
Before launch	Authority, facts, media, status and access	
Launch day	Publish approved campaign; check displays	
Days 1–3	Respond to inquiries; agent outreach	
Days 4–7	Approved content or event; seller update	
Days 8–14	Approved changes; next evidence review	

Approval or dependency that could change the dates

First review with seller

Next action, owner and due date

MARKETING THE LISTING / WEEK 8

Weekly seller update

Separate completed work from market response. Use consistent dates and definitions. Platform counts can overlap.

Property and reporting period

Marketing completed and evidence of completion

Activity	Count / source	Context
Relevant inquiries		
Completed showings		
Repeat visits / next steps		
Written offers		

Recurring feedback, access issues and competing changes

Recommendation and supporting evidence

Seller decision, approval, owner and due date

Next review

MARKETING THE LISTING / WEEK 8

Seller marketing conversations

Adapt these examples to the property and use your own voice. Document the decision and next step.

Can we just boost it again

“We can consider more paid exposure. First, let’s review what the current campaign produced and where interest slowed down. I want the next expense to address a specific issue.”

Why are there views but no offers

“Views tell us the content appeared or was opened under that platform’s definition. They do not tell us that those people are ready to offer. Let’s look at relevant inquiries, showings, feedback, access, and competing choices.”

Can we try only social media first

“Let’s review the exposure choices, the applicable MLS requirements, and the tradeoffs before deciding. I want you to understand who may see the property, who may not, and what approvals or documentation we need.”

Can you guarantee this will sell it

“I can commit to the approved work, prompt follow-up, and clear communication. I cannot promise a particular offer or sale date. We will review the response together and make the next decision using the evidence.”

I do not want to lower the price

“I understand. Let’s review the competing choices and what buyers are telling us, along with our presentation, exposure and access. I’ll explain my recommendation and the alternatives so you can decide with current information.”

Agreed next step and review date