

Home Marketing Checklist

PREPARE YOUR LISTING FOR A POWERFUL LAUNCH

Learn how to prepare your listing for launch with this printable guide covering photography, staging, marketing materials, and online presentation.



1. PHOTOGRAPHY & VISUALS

Make a strong first impression.

- ☐ Professional interior photos (wide angle, well lit)
- ☐ Professional exterior photos
- ☐ Aerial/drone photos (if applicable)
- ☐ Highlight key features and selling points
- ☐ Lifestyle photos (neighborhood, amenities)
- ☐ Virtual tour or 3D walkthrough
- ☐ Twilight/evening photos (if applicable)



2. STAGING & PRESENTATION

Help buyers fall in love with your home.

- ☐ Declutter and depersonalize all spaces
- ☐ Deep clean every room
- ☐ Arrange furniture to maximize space and flow
- ☐ Add fresh flowers, plants, and greenery
- ☐ Ensure good lighting throughout
- ☐ Open blinds and curtains for natural light
- ☐ Set the perfect temperature for showings



3. MARKETING MATERIALS

Showcase your home's best features.

- ☐ Compelling property description
- ☐ Feature sheet with key highlights
- ☐ Floor plan (if available)
- ☐ Property brochure/flyer
- ☐ Just Listed postcards (if applicable)
- ☐ Signage and lockbox
- ☐ Seller information sheet & disclosures



4. ONLINE PRESENTATION

Maximize your online exposure.

- ☐ MLS listing with complete details
- ☐ High-quality photos uploaded
- ☐ Virtual tour/3D walkthrough added
- ☐ Listing displayed on top real estate websites
- ☐ Social media promotion
- ☐ Email blast to local agent network
- ☐ Targeted online advertising (if applicable)



5. FINAL PRE-LAUNCH CHECK

Review these important details before your home goes live.

- ☐ All repairs and touch-ups completed
- ☐ Home is clean, organized, and show-ready
- ☐ Curb appeal is polished and inviting
- ☐ All paperwork signed and ready
- ☐ Pricing strategy reviewed and confirmed
- ☐ Lockbox and access arranged
- ☐ Marketing plan and launch date confirmed
- ☐ You feel confident and ready!

Remember:

The right preparation leads to more showings, stronger offers, and the best possible result.

Great marketing gets your home seen. Great strategy gets it SOLD.