LISTING MARKETING PLAN

A one-to-two page plan to give a seller once they hire you. List only what you will actually do, and do not promise results.

Listing and seller

Property address _____

Seller name(s) _____ **Agent** _____

Plan date _____

Goals

Seller's main goal _____

Target timeline _____

Pricing and timeline

Planned list price _____ **List date** _____

Price review date _____ **Open house date(s)** _____

Marketing activities

Examples: professional photos, a web page for this one listing, social posts, email to your contacts, an open house. Add a date and who is responsible.

Activity	What I will do	When	Done

Online

- [ ] Listed on the MLS
- [ ] A web page for this listing, with a link or QR code
- [ ] Social media posts
- [ ] Email or text to my contacts
- [ ] Paid promotion (only if agreed with the seller)

Link to the listing page _____

In person

- [ ] Yard sign
- [ ] Open house
- [ ] Broker preview
- [ ] Printed flyers

Communication

Update schedule (for example weekly) _____

Preferred method (call, text, email) _____

How we will measure progress

Numbers I will report (for example visits, inquiries, showings) _____

Review dates _____

Acknowledgement

Seller signature _____ **Date** _____

Agent signature _____ **Date** _____

This plan describes activities, not guaranteed results. It is not a contract. Follow your brokerage's required forms and the rules where you work.