

New Listing Promotion Checklist

STEP 1: Go to your New Listing order form (link is in your Raise*U header)

- a. Fill out the questionnaire and request all of the media for your pre-selected package options. This may include social media, listing flyers/brochures, digital brochures, and/or an ad or postcard.
- b. Write your social post caption (our designers will create a clean image, based on your template.)

Things to remember:

- Less is more! Don't riddle the image with text.
 - Do not include your contact information or any of the small details about the home within the image.
 - Sample copy, "An Urban Oasis," or "A Gardener's Dream," or "Welcome Home," etc.
- c. Work with your designer to finalize your materials. This means you need to do your own round of proofreading. You can never look at something too many times before calling it "final."

STEP 2: Go to your Facebook business page and create the post.

- a. You have a couple options to promote the property:
 - Use your image from the design team.
 - Create a carousel of photos of the home.
 - Use video of the home (collection of photos or a lifestyle video).
- b. Include a brief description of the property in the post itself.
- c. Include a CTA (call to action) inviting people to see more detail. Include a link to the listing detail on your website or, if you're having an open house, invite people to attend. Give the date/time.

STEP 3: Share the post to your personal FB profile.

STEP 4: Share the property to any other Facebook groups you're a part of (make sure you get permission first).

STEP 5: Send a dedicated email to your SOI with a CTA (call to action) to take a look at the property. Make sure to include the link to the property on your website.

- a. Include only one or two of the best photos.
- b. If you're hosting an open house or private showings, make sure you include that information as well.

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STEP 6: Go to Twitter and create a similar tweet — schedule 5 tweets over 3-5 days.

STEP 7: Go to Instagram Stories and create an IG Story (use one image or the video).

- a. Use LinkTr.ee to add the link to bio.
- b. Add a related hashtag.
- c. Include location of the property i.e. @winchester.
- d. Add a CTA in the text, “click the link.” Use gifs to create some movement.

STEP 8: Create an Instagram reel (use the property photos or the video).

- a. In the post include the property detail.
- b. Add up to 30 related hashtags (related to the topic).
- c. Make sure to include CTA, “click the link in bio for more information.”

STEP 9: Post your virtual brochure to Pinterest. Add the property details in the description and link to the property details page on your website.

STEP 10: A few days later, go to the property detail in RealScout and share the property across all social media platforms.

Some of the most popular real estate hashtags

#RealEstate	#HouseHunting	#Broker	#Realtor
#RealEstateInvestor	#MillionDollarHome	#PropertyForSale	#HomeForSale
#RealEstateForSale	#RealEstateAgent	#HouseHunt	#JustListed
#Realty	#RealEstateInvesting	#RealEstateBroker	#NewListing
#HouseForSale	#RealEstateExpert	#RealEstateLife	