[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Estate agency marketing checklist

Launch a listing properly - every channel, every asset, no gaps.

Property: _____

Agent: _____

Launch date: _____

Checks

[ ] Professional photography booked and completed Yes **[ ]** No **[ ]** N/A **[ ]**

[ ] Floorplan drawn and checked Yes **[ ]** No **[ ]** N/A **[ ]**

[ ] EPC ordered / in hand Yes **[ ]** No **[ ]** N/A **[ ]**

[ ] Listing copy written and proofed Yes **[ ]** No **[ ]** N/A **[ ]**

[ ] Live on major portals (Rightmove, Zoopla, OnTheMarket) Yes **[ ]** No **[ ]** N/A **[ ]**

[ ] Social media posts scheduled Yes **[ ]** No **[ ]** N/A **[ ]**

[ ] For sale / to let board ordered and erected Yes **[ ]** No **[ ]** N/A **[ ]**

[ ] Brochure / details prepared Yes **[ ]** No **[ ]** N/A **[ ]**

[ ] Applicant matching - hot buyers notified Yes **[ ]** No **[ ]** N/A **[ ]**

[ ] Viewings diary opened Yes **[ ]** No **[ ]** N/A **[ ]**

Actions required [List any issues found and what was done]

Sign-off

Checked by: _____ **Signature:** _____ **Date:** _____