Ashford Business Services Ltd

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 as agreed at the meeting.

Sign-off

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