

# 10.7 THINGS TO MARKET YOUR LISTING

01

Create a "Coming Soon" Landing Page on your website (Or a Single Property Website)- This allows you to capture leads while you wait for the owner get the home ready. Take a few shots with your phone until the professional pictures are ready. Use the app "Agent Snap" when using your phone.

02

Do a tour of the home (After you have the listing agreement signed) with your phone and do a Facebook live, name it "Coming Soon". Once the tour is done make sure to go back to the to heading of the post and edit it and add the link to your landing page of the "Coming Soon" property. Once that is done BOOST it to the area that the home is in for \$5-10.

03

Once pictures are taken by a professional photographer you have to name the pictures with the full property address on them and your Logo (Name and Brokerage info) and post to Zillow, Realtor and every other website possible. Don't put the modified pictures on the MLS.

04

Run a "Coming Soon" and then a "Just Listed" Facebook Campaign to the neighborhood.

05

Do a 30 Second video on BombBomb or your iPhone and email it to your Best Past Clients and ask them to keep an eye out for anyone they might know for your new listing. Attach an info sheet and/or pictures of the home.

06

Post and Ad on Craigslist (Coming Soon or Just Listed) - And NO, craigslist is not dead.

07

Take ONE great shot of the front of the home or the inside of the home and post to Instagram. Once it's listed take a short video of the home and post to Instagram and use popular and local #hashtags as well.

08

Place home on Twitter - Promote it.

09

Take a video of the home and upload to Youtube, Vine and Facebook. Then Copy the link and embed into your Single Property Website. (Single Property Website Company - <http://homevisit.com/new-tour/single-property-website.asp>)

10

Have a MEGA Open House:

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A. Pre Open House - Send out invites to neighbors 6 days before event (Can't afford invites? Door knock them with a black and white flyer inviting them to "Neighbors Only Pre Open House Gathering" with Food and Beverages (No Money? Have your escrow company partner with you for food) have a Taco Truck there, BBQ, In and Out Truck, etc...  
B. Go to [ColeRealtyResource.com](http://ColeRealtyResource.com), download all the email addresses for all the neighbors and upload them to Facebook. Create a custom Audience and this way you can target them with your MEGA OPEN HOUSE!  
C. Call all the neighbors 2 days before asking if they got the invite and remind them to come.  
D. During Open House - Have a sign in sheet with names already on there or use Open Home Pro. Have your Escrow Officer there, your lender, and anyone else that can help with all the people that will show up.  
E. Pay a young person \$50 to put up 25-50 Open House signs with Flags at all entrances through the neighborhood and off the freeway ramp.  
F. Post Open House - add all leads to your database, text them thanking them for stopping by and attach a picture of the outside of the house.  
G. Make a quick video of the home and send it through BombBomb and thank them for coming, this way you can track if they open the email. You can also text them the video if you don't have BombBomb.