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Real Estate Listing Marketing Checklist

Print one for every listing. Tick each item as it is ready.

Before you list

- [ ] Professional photos taken
- [ ] Floor plan ready
- [ ] Video walkthrough or drone shots (if useful)
- [ ] Key facts written: price, size, rooms, features
- [ ] Short, honest description written

Day one

- [ ] Yard sign up: name, phone, logo, QR code
- [ ] Rider added (Just listed / Open house)
- [ ] Online listing live and checked on a phone
- [ ] Social post and email to your list sent
- [ ] Listing page or short web address ready for the QR code

Week one

- [ ] "Just listed" postcards sent to the neighborhood
- [ ] Flyers printed and placed (office, local cafes)
- [ ] Feature sheet ready for viewings
- [ ] Open house date announced

Open house

- [ ] Directional signs placed
- [ ] Flyers or feature sheets on the table
- [ ] Sign-in sheet or QR form ready
- [ ] Follow-up message prepared for the same day
- [ ] Roll-up banner set up (if used)

At closing

- [ ] "Just sold" card designed and sent
- [ ] Social post with permission from the seller
- [ ] Thank-you note to the client
- [ ] Request for a review or referral

Brand consistency

- [ ] One color palette and font style
- [ ] Same headshot everywhere
- [ ] Logo files in one shared folder
- [ ] Templates saved for sign, flyer, card and posts
- [ ] Final files named by address and version

Check local rules for signs and advertising. Need templates designed? hello@cobanner.com or cobanner.com/services/graphic-design/real-estate/