[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. Add or remove table rows to fit your needs. 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	[Address]
Agent	[Name]
Launch date	[Date]

Checks

Check	Yes	No	N/A
Professional photography booked and completed	☐	☐	☐
Floorplan drawn and checked	☐	☐	☐
EPC ordered / in hand	☐	☐	☐
Listing copy written and proofed	☐	☐	☐
Live on major portals (Rightmove, Zoopla, OnTheMarket)	☐	☐	☐
Social media posts scheduled	☐	☐	☐
For sale / to let board ordered and erected	☐	☐	☐
Brochure / details prepared	☐	☐	☐
Applicant matching - hot buyers notified	☐	☐	☐
Viewings diary opened	☐	☐	☐

Actions required

[List any issues found and what was done]

Sign-off

Checked by	Signature	Date