**[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]

[Company name]

## Sign-off

| Checked by | Signature | Date |
| --- | --- | --- |
| | | |