Ashford Business Services Ltd

Estate agency marketing checklist

Launch a listing properly - every channel, every asset, no gaps.

Property	14 Oakfield Road, Birmingham B17 9JH
Agent	Sarah Mitchell
Launch date	9 November 2026

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 as agreed at the meeting.

Sign-off

Checked by	Signature	Date