**[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. 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:** _____

**Agent:** _____

**Launch date:** _____

### Checks

**[ ]** Professional photography booked and completed  Yes **[ ]**  No **[ ]**  N/A **[ ]**

**[ ]** Floorplan drawn and checked  Yes **[ ]**  No **[ ]**  N/A **[ ]**

**[ ]** EPC ordered / in hand  Yes **[ ]**  No **[ ]**  N/A **[ ]**

**[ ]** Listing copy written and proofed  Yes **[ ]**  No **[ ]**  N/A **[ ]**

**[ ]** Live on major portals (Rightmove, Zoopla, OnTheMarket)  Yes **[ ]**  No **[ ]**  N/A **[ ]**

**[ ]** Social media posts scheduled  Yes **[ ]**  No **[ ]**  N/A **[ ]**

**[ ]** For sale / to let board ordered and erected  Yes **[ ]**  No **[ ]**  N/A **[ ]**

**[ ]** Brochure / details prepared  Yes **[ ]**  No **[ ]**  N/A **[ ]**

**[ ]** Applicant matching - hot buyers notified  Yes **[ ]**  No **[ ]**  N/A **[ ]**

**[ ]** Viewings diary opened  Yes **[ ]**  No **[ ]**  N/A **[ ]**

**Actions required** [List any issues found and what was done]

### Sign-off

**Checked by:** _____  **Signature:** _____  **Date:** _____