⭐ SELL FOR MORE SYSTEM™

MARKETING LAUNCH CHECKLIST

A step-by-step guide to prepare your home for a strong and successful market debut. This checklist ensures the home hits the market correctly, looks its best, and attracts quality buyers from Day 1.

⭐ SECTION 1 — PRE-LAUNCH PREPARATION

✓ 1. Deep Clean Completed

- Floors, baseboards, walls
- Windows (inside + out if possible)
- Light fixtures, vents, door handles
- Kitchens + bathrooms detail cleaned

✓ 2. Home Decluttered

- Counters cleared
- Excess furniture removed
- Personal items minimized
- Closets partially emptied
- Surfaces simplified

✓ 3. Odor Neutralization Completed

- No smoke, pet, cooking, or heavy fragrances
- Air fresheners removed (not added)
- Neutral, clean scent established

✓ 4. Repairs Addressed

- Touch-up paint
- Door adjustments
- Minor fixes
- Functionality checked
- Bulbs replaced
- Squeaks tightened

✓ 5. Yard + Exterior Ready

- Fresh mow / trim
- Weeds removed
- Porch swept
- Cobwebs removed
- Exterior lights working
- Front door cleaned or repainted if needed

⭐ SECTION 2 — PHOTO + MEDIA PREP

✓ 6. Photo-Ready Home Staging

- Furniture positioned for flow
- Throw pillows fluffed
- Lamps turned on
- Blinds open
- Beds made to hotel standard
- Kitchen + baths staged minimally
- Cords hidden
- Pets secured or relocated

✓ 7. Media Day Essentials

- Photographer scheduled
- Home is empty during the shoot
- Windows cleaned
- Lights turned on in all rooms
- Ceiling fans OFF
- Toilet lids down
- Towels hung neatly or removed
- Vehicles removed from driveway

✓ 8. 30-Second Home Sweep (Right Before Photos)

- Fluff couch
- Straighten rugs
- Hide trash cans
- Remove pet bowls
- Smooth bedding
- Open all doors

⭐ SECTION 3 — MARKETING PACKAGE PREP

✓ 9. Accurate MLS Details Confirmed

- Square footage
- Bed/bath count
- Updates + upgrade years
- HOA info
- Property type
- Lot size
- School district details

✓ 10. Visual Assets Organized

- Best photos selected
- Photo order optimized (you will create a separate guide for this)
- Key features emphasized
- Virtual tour link (if applicable)
- Floorplan uploaded (if applicable)

✓ 11. Compelling Listing Description Finalized

Using the Listing Description Template we created:

- Strong opening
- Highlighted features
- Update summary
- Lifestyle elements
- Location advantages
- Clear CTA

⭐ SECTION 4 — LAUNCH STRATEGY

✓ 12. Preferred Launch Day Selected

- Thursdays and Fridays tend to maximize showings
- Avoid holidays unless strategic

✓ 13. Coming Soon Strategy (Optional)

- Build early interest
- Pre-market buzz
- Social media preview
- Neighbor notifications

✓ 14. MLS Listing Goes Live

- All photos loaded
- Description published
- Correct pricing entered
- Showing instructions set
- Agent remarks added
- Accurate mapping verified

✓ 15. Syndication Check

Verify listing is active on:

- Zillow
- Realtor.com
- Trulia
- Homes.com
- Brokerage website
- Social media auto-feeds
- Local MLS partners

⭐ SECTION 5 — LAUNCH WEEK EXECUTION

✓ 16. Sign + Lockbox Installed

- Sign installed at optimal visibility
- Lockbox placed discreetly and securely

✓ 17. Showing Schedule Set

- Showing window defined
- Restrictions noted (if any)
- Showing service activated

✓ 18. Offer Window Strategy (Optional)

- Deadline set
- Buyer urgency established
- Prevents rushed early acceptance

✓ 19. Social Media Marketing Posted

- Just Listed announcement
- Photo carousel
- Reels / stories
- Neighborhood callouts
- Boosted post (optional)

✓ 20. First Weekend Showing Surge

- Home spotless
- Lights on
- Temperature comfortable
- Pets removed
- All blinds open
- Home staged as shown in photos

⭐ SECTION 6 — MONITOR + ADJUST

✓ 21. Showing Feedback Reviewed

- Recurring themes identified
- Objections noted
- Needed adjustments discussed

✓ 22. Activity Benchmarks Evaluated

Ask:

- Did we get enough traffic?
- Did the price attract the right buyers?
- Should we adjust presentation?
- Should we reposition now or wait a full cycle?

⭐ KEY TAKEAWAY

A listing doesn't succeed because it's posted —
it succeeds because it's *launched*.

This checklist ensures your home enters the market with maximum impact, buyer appeal, and momentum — setting you up to sell for more.