

Asana

Create

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My tasks

Inbox

Insights

Reporting

Portfolios

Goals

Starred

Test

Projects

737 Chestertown LISTING -- ...

1235 Main St BUYER

20249 Shipley Terrace 301 LI...

319 Inspiration Lane LISTING

301 High Gables Dr, BUYER

301 High Gables Dr, LISTING

200 Hart Off MLS LISTING

Invite teammates

Search thelistrealty.com

Upgrade

319 Inspiration Lane LISTING

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+

+ Add new

Filter

Sort

Group

Op

Task name	Assignee	Due date	Comments	+
"Make My Listing Famous" Listing Marketing for Meredith listings				
Schedule food truck for sneak peek open house (day 1 of listing)	Sooky McFa...	Nov 4	Check with Chris; ...	
Alert Somer to schedule agent intro video shoot with Meredith (10 days before	Sooky McFa...	Nov 4	Somer	
Somer to create, edit, and post agent video tour (day of coming soon)	MF Meredith Fo...	Nov 14		
Alert Somer to create "open house" series (1 week before OH)	Sooky McFa...	Nov 11	Sooky to Slack So...	
Create coming soon listing leads email to send to appropriate audience (day of	ES Ellie Sweeney	Nov 5		
Alert social media person to create "coming soon/just listed" posts series (day c	Sooky McFa...	Nov 5	Sooky to Slack So...	
Pull Sly Broadcast and My Marketing Matters list (5 days before active)	ES Ellie Sweeney	Nov 11	Use Bright and E...	
Send this list to Meredith for her to do Slybroadcast (5 days before active)	ES Ellie Sweeney	Nov 11	Will have phone ...	
Record & send Slybroadcast (two days before first open house)	MF Meredith Fo...	Nov 12		
Create stickers for Mega open house sneak preview door hangers (1 week befo	ES Ellie Sweeney	Nov 6	Hangers under Fl...	
Create & order 100 just listed postcards (1 day after Truplace photos done)	ES Ellie Sweeney	Nov 14		
Create just listed listing leads email to send to appropriate audience (day of act	ES Ellie Sweeney	Nov 14		

Make My Listing Famous Marketing System



Social



Blast Email



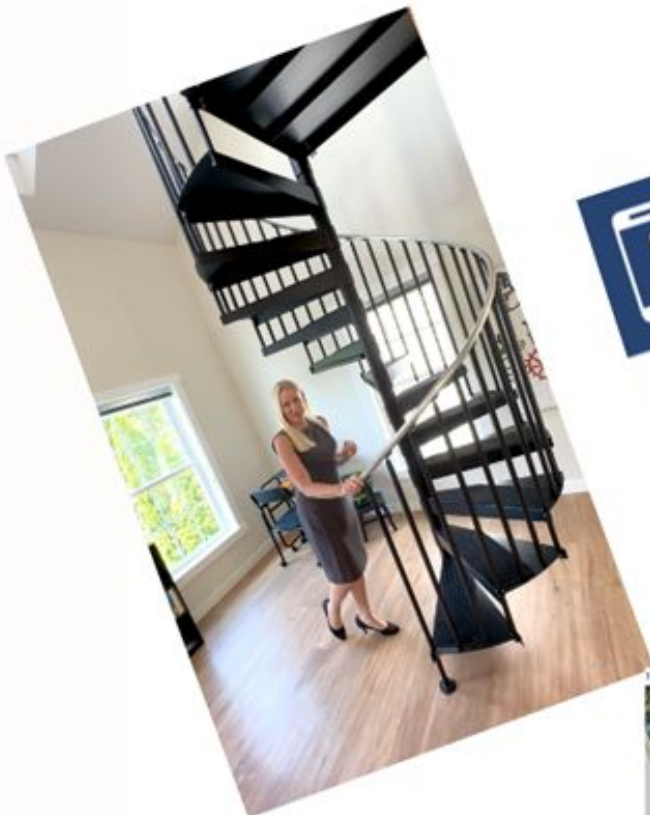
Door Hangers



Brochures



New Listing Postcards



Walkthrough Video Tour



Instant Showing Sign



Website



Mega Open House



Sold Door Hanger







Every Intersection Sale Arrows



Sold Postcards

Social Media SOP

LISTING LAUNCH SOCIAL MEDIA PLANNER

Post Video	Details & Caption	Hashtags
<div>pre-mkt</div> <div><p>click to see example!</p></div> <div>ANIMATED TEXT REEL</div>	INTRODUCE LISTING <ul style="list-style-type: none">SEO-friendly headline: "Coming Soon: Stunning 4-Bedroom Home in Kentlands!"Description: Highlight location, unique features, and benefitsInclude: Link to your website listing page (or direct to IG link in bio), contact info to schedule a tour.	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet *Add a location tag on Instagram (city)
<div>pre-mkt</div> <div><p>click to watch this reel!</p></div> <div>AGENT VIDEO</div>	CREATE EXCITEMENT <ul style="list-style-type: none">SEO-friendly headline: "We're just DAYS away from revealing this Kentlands Home!"Description: Highlight location, unique features, and benefitsInclude: Link to your website listing page (or direct to IG link in bio), contact info to schedule a tour.	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet *Add a location tag on Instagram (city)
<div>Day 1</div> <div><p>click to watch this reel!</p></div> <div>ANIMATED TEXT REEL</div>	LAUNCH LISTING Option 1 <ul style="list-style-type: none">SEO-friendly headline: "Just Listed: Beautiful Family Home With Dream Kitchen in Kentlands!"Description: Focus on key features (e.g., Must-See kitchen, front porch lifestyle).Open House dates and timesInclude: Link to listing, contact info.	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet *Add a location tag on Instagram (city)
<div>Day 1</div> <div><p>click to watch this reel!</p></div> <div>SNEAK PEEK VIDEO</div>	LAUNCH LISTING Option 2 <ul style="list-style-type: none">SEO-friendly headline: "Just Listed: Beautiful Family Home With Dream Kitchen in Kentlands!"Open House dates and timesInclude: Link to listing, contact info.	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet *Add a location tag on Instagram (city)

Post Video	Caption	Hashtags
<div>Day 2</div> <div><p>click to watch this reel!</p></div> <div>ANIMATED PROMO</div>	PROMOTE FRIDAY MEGA OPEN HOUSE Option 1 <ul style="list-style-type: none">Visuals like a wine & cheese setup, food truck, etc.Example Script: Join us for wine & cheese and a tour! 123 Main St. home has it all—amazing views, a chef's kitchen, and gorgeous updates.Include: Link to listing, contact info.	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet *Add a location tag on Instagram (city) *Tag any vendors for Mega Open House
<div>Day 2</div> <div><p>click to watch this reel!</p></div> <div>TOUR WITH COMMENTARY</div>	PROMOTE OPEN HOUSES & KEY FEATURES Option 2 <ul style="list-style-type: none">Example Script: You've GOT to see this stunning home in Kentlands, featuring ____.Include: Link to listing, open house dates and times, contact info.USE FOR SATURDAY IF YOU HAVE A FRIDAY MEGA OPEN HOUSE.	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet *Add a location tag on Instagram (city)
<div>Day 3</div> <div><p>click to watch this reel!</p></div> <div>ANIMATED TEXT REEL</div>	PROMOTE OPEN HOUSE, KEY FEATURES <ul style="list-style-type: none">SEO-friendly headline: Join Us for an Open House TODAY in Kentlands!Description: Include date, time, and key highlights of the home.Include: Link to listing, additional open house dates and times, contact info.	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet *Add a location tag on Instagram (city)
<div>Day 4</div> <div><p>click to watch this reel!</p></div> <div>ANIMATED TEXT REEL</div>	PROMOTE OPEN HOUSE, KEY FEATURES <ul style="list-style-type: none">Use an interior photo.SEO-friendly headline: Don't miss your chance to see 123 Main Street in Kentlands TODAY!Description: Include date, time, and key highlights of the home.Include: Link to listing, additional open house dates and times, contact info.	#city #citystate #neighborhood #brokerage #xyzcityliving #123mainstreet *Add a location tag on Instagram (city)

PRE-LAUNCH PREPARATION

Create a Canva Project for the Listing

- Create a Canva project for each new listing with the following slides:
 - Coming Soon
 - Just Listed
 - Open House Announcement
 - Under Contract
 - Sold
- Template Features:
 - 9:16 ratio for all platforms.
 - Center square design for Instagram feed compatibility.
 - Use your brand colors, choose a brand font, and keep the template consistent for every listing.
 - Make sure to animate a few elements, set the video duration as 8 seconds, add music, and save as MP4.
- Canva search terms:
 - "Real Estate Just Listed Instagram"
 - "Real Estate Templates"

RESOURCES



BEST PRACTICES

Instagram

- Use stories for last-minute reminders.
- Add trending audio on Instagram and TikTok.
- Add interactive elements (polls, countdowns, or Q&A stickers).
- Always share reels to both Facebook and Instagram Stories.

General

- Always prioritize a "contact me" call to action over a link click, and include it in every post.
- Keep videos under 60 seconds, so they are compatible on all platforms, including Youtube shorts.
- SEO-Friendly Captions: Incorporate location keywords ("City, State, Neighborhood) and unique local property highlights.

Follow me for MORE great ideas, and to see how I continue to promote listings!



Mega Open House Checklist

PLAN (Date listing signed to week of Mega Open House)

- ☐ Plan open house dates and times
- ☐ Hang sign rider at house advertising the first open house
- ☐ Choose special event for Open house (food truck, cheese/wine, ice cream, etc)
- ☐ Schedule food truck/vendor for preview open house
- ☐ Create event on Facebook and Google Business Page, invite Facebook friends
- ☐ Create and/or update Mega Open House landing page on website with details (event info, dates, times, and location)
- ☐ Create QR code leading to Mega Open House landing page
- ☐ Create and order 100 door hangers for preview open house
- ☐ Assemble gift basket (locally curated items are always a hit) for open house raffle
- ☐ Identify at least one other person (agent, lender, assistant) to assist with open houses
- ☐ Enter open house dates into MLS

PREP

- ☐ Create list of 100 neighbors and obtain emails and phone numbers (8 days prior)
- ☐ Create and send preview open house Evite to list of 100 neighbors (7 days prior)
- ☐ Create QR code for raffle entry landing page (7 days prior)
- ☐ Create landing page on website with form for electronic raffle entries (7 days prior)
- ☐ Send Slybroadcast message to invite list of 100 neighbors to preview open house (3 days prior)
- ☐ Deliver 100 preview open house door hangers to neighbors surrounding the listing (2 days prior)
- ☐ Create open house sign plan, including all intersections leading to the listing (2 days prior)
- ☐ Create open house raffle sign which includes QR code to landing page raffle entry webpage (2 days prior)

Batch Email to Tell the Story

Subject: 🏡 Did you hear?

Did you hear that 737 Chestertown Street in the Kentlands just sold for \$1,305,000?

Many homeowners often wonder if they'll see a return on investment after owning their home for a short time, especially if they've invested in improvements. In this case, the sellers purchased the home in 2022 for \$1,250,000 and achieved a return on their investment in just two years.

The local market is still thriving, with high buyer demand and homes in the Kentlands and Lakelands selling quickly—and at premium prices.

Curious about what your home might be worth in today's market? Simply reply to this email with your address, and I'll prepare a complimentary, professional home value report tailored just for you.

Looking forward to hearing from you!

Sincerely,
Meredith Fogle

Meredith Fogle

