

**JMG Listings (Listing Coordinator)
Standard Operating Procedures (SOPs)**

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Receive Initial New Listings Form

Agent contacts the client to find out when they want to have a photoshoot. Agent fills out a photoshoot form: [url removed](#). Email response from agent-submitted form is sent to [url removed](#)

Book Photographer

1. Go to [photographer booking site](#)
 - a. Login:
2. Click order photoshoot link
3. Select 50 photos (\$195)- for sale listings, not lease
4. Select standard property video
5. Aerial - optional if agent has requested on request form (select 4 images)
6. Matterport - optional if agent has requested (select <3001 sq ft)
7. Twilight or additional services - talk to Nate before ordering
8. Enter property information
9. Appointment time - show other times
 - a. Select based on agent request on form (try for option 1)
 - b. If robert doesnt have availability for one of 3 times requested , Call Nate (will order photography through PRS)
10. Photographer access - agent will meet photographer or lockbox code and location
11. Additional information - put agent name and phone number (copy and paste from squarespace form), add notes that agent put on squarespace form (remarks about property/extra notes)
12. Place my order - Nate will receive calendar drop and invoice

Notify Agent and Client of Photoshoot Booking

1. Click on [url removed](#)
2. Click on agent photo
3. Select date/time
4. Fill out info
5. Add client email, include both clients (separate by comma)
6. Complete appointment

Order Sign & Supra

1. Go to [prstx.com](#)
 - a. login:
2. Order now
3. New order
4. Houston

5. Logistics - install
6. Address - enter
7. Due date - day after photo shoot
8. Sign type - post
9. Number of signs - 1
10. Post color - black
11. Configuration - top rider (click on agent)
12. Panel - JMG
13. Bottom rider - add any riders requested from forms (no more than 2)
14. Devices - supra lockbox
15. Check attach by shackle
16. Only if it's an occupied property = check leave key pod open
17. Gate code required - yes or no
18. Instructions - type in "best visibility", add any other notes that pertains to property
19. Click schedule it!

Notify agent of Sign & Supra installation

1. Write an email to the listing agent: **don't assume the agent will do this, always remind them

Email template:

Your sign and supra for (insert property address) will be installed on (insert date). The supra will be left open and black box on the ground for the client to put the key in. Please give them instructions.

Schedule Sign Pick-up and Removal

1. Go to url (sign)
2. Search
3. Address
4. Click on order #
5. Retrieve
6. Items to retrieve - supra & yard sign
7. Date to pick up (agent sends out closing after it happens and request for pick up)
8. Gate code required: yes or no
9. Instructions
10. Schedule it
11. Respond to agent email that requested pick up with confirmation of when it will be done

Create Asana Project for Listing

1. Use Listing project template in Asana and name the project the address of the property.
2. Enter due date for project to match the requested "go live" date
3. Check off tasks as complete

Link Asana Project to Notifications in Slack

Step 1: Marketing Coordinator creates Slack channel for each new listing and links the channel to the back-end Asana system. The channel will be named the property address.

Step 2: Marketing Coordinator adds listing agent, VA, Dir of Ops, and Team Leader to the Slack channel so the team can track progress throughout the listing process

Step 3: Team will receive notifications in Slack each time a step is complete in the listing process for a property. The steps are as follows:

- Create Asana project and Slack Channel
- Schedule photoshoot
- Listing form received to start input into HAR
- Create listing in HAR
- Input listing information in HAR
- Photos received from photographer and added to HAR
- Add captions to images in HAR
- Matterport received and uploaded in HAR
- Create YouTube thumbnail
- Post "Just Listed" image on social media
- Create "Just Listed" image in Canva
- Geotag "Just Listed" image
- Upload "Just Listed" image into Google Drive
- Add YouTube link to HAR
- LISTING IS LIVE!

Step 4: Once the listing goes live, Marketing Coordinator will delete the slack channel and archive the Asana project