

The Ultimate Listing Launch Playbook



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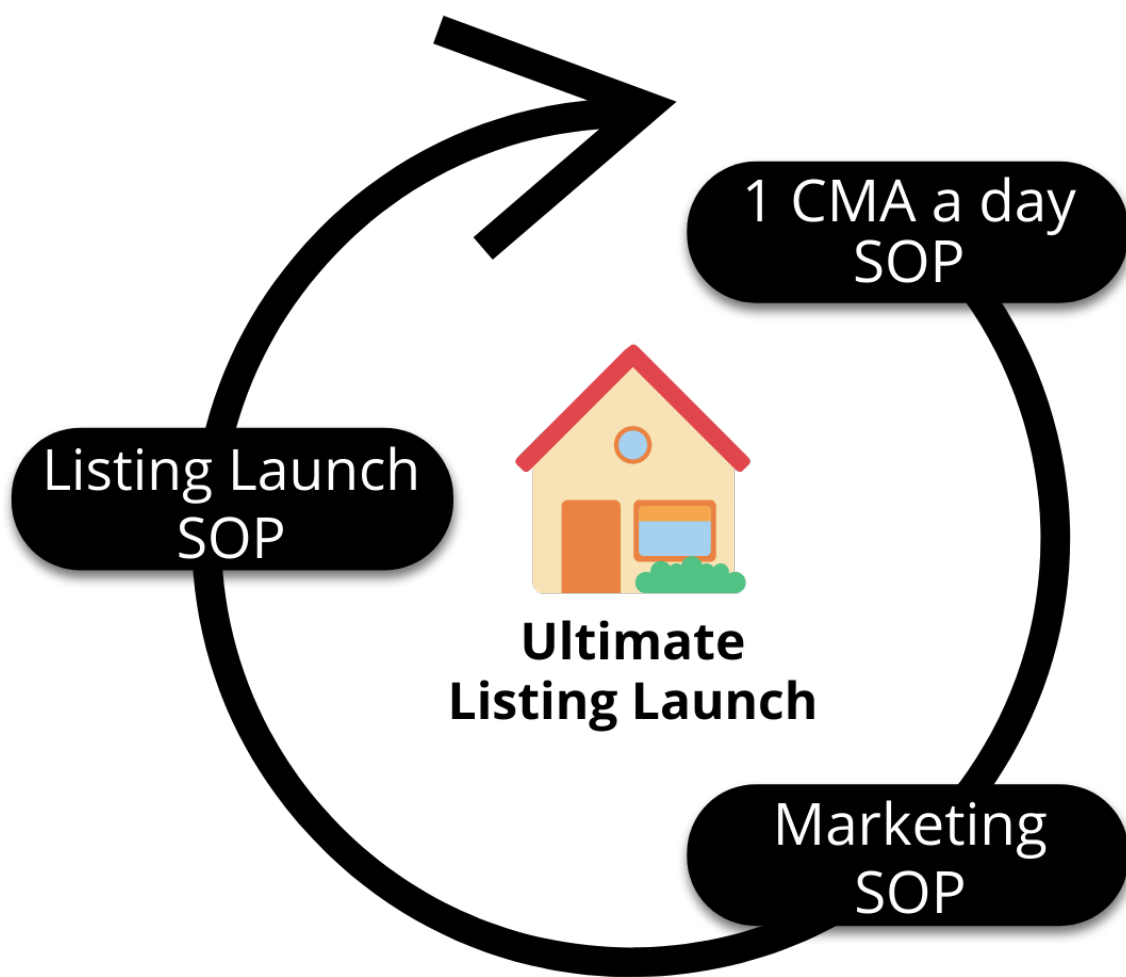
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Standard Operating Procedures



One CMA a Day

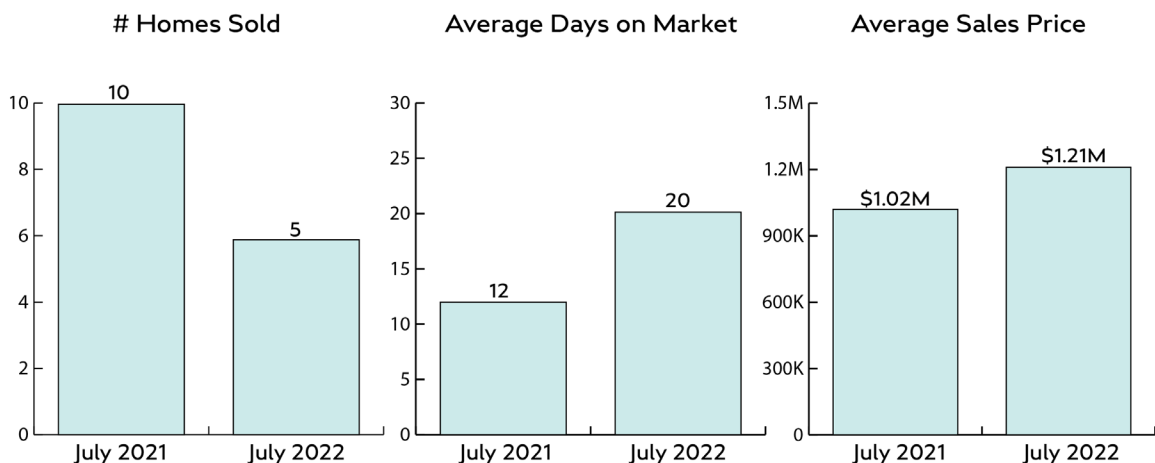
SEND ONE CMA A DAY

- Use the link below to create a CMA like the template.
- [SOP - How to Create a CMA](#)
- See the link below for what you should say in each video you attach to the email.
- [CMA Video Script](#)

DID YOU KNOW YOUR PROPERTY, ON AVERAGE, HAS INCREASED \$190,000 IN VALUE IN THE LAST 12 MONTHS?



I've Prepared a Comparative Market Analysis for Your Property At:
6717 E Belice St. Long Beach, CA 90815



**YOUR ESTIMATED VALUE AS OF AUGUST 2022 IS
\$1,150,000 - \$1,200,000**

One CMA a Day

FOLLOW UP WITH A CALL WITHIN 24 HOURS

- Script for follow up call

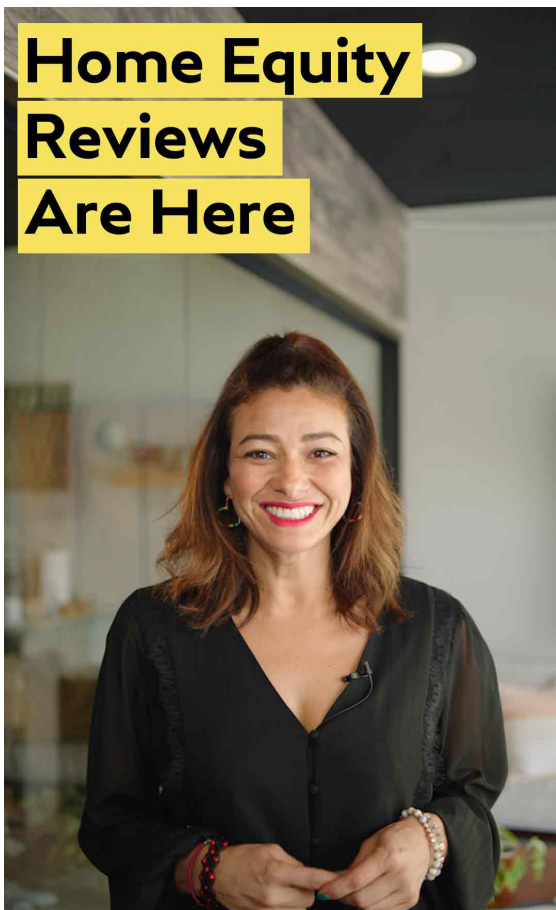
“Hi (name), did you see how much your home’s gone up in value?”
(whether they say they saw your email or not) you say:

“Yes, it’s gone up at least \$. Did you have any plans to do anything...
refinance or make a move to a bigger/smaller home?”

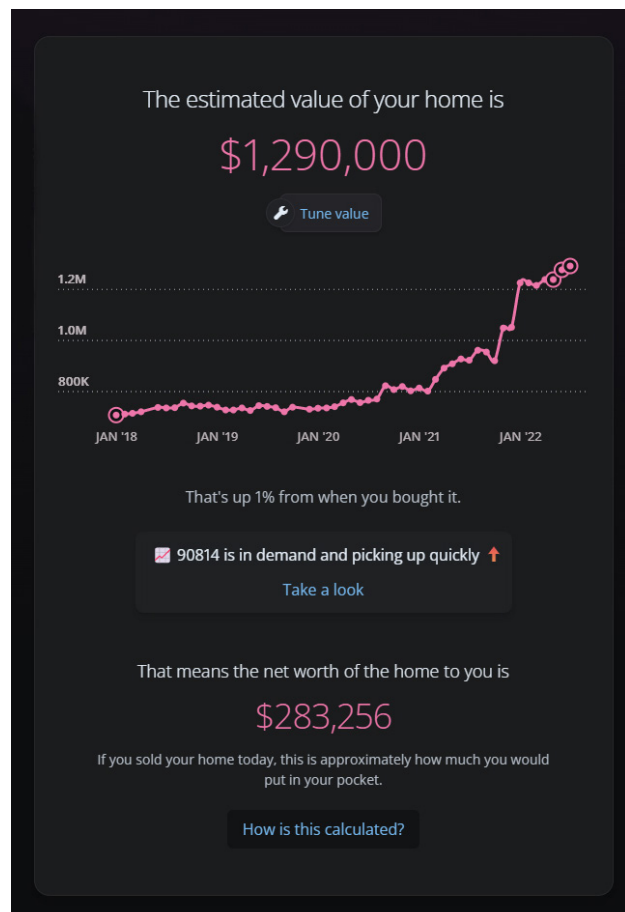
Continue conversation with the conversation pattern and discovery
(ask more questions).

SEND ONE VALUE PIECE EVERY WEEK

- Preferably a video
- Send until you set a live or zoom appointment or until they sign up for Homebot.



Click to view the reel about
Homebot



Homebot Digest

Marketing

7 Days Before Listing Launch

SEND E-NEWSLETTER TO DATABASE

- Announce you have a coming soon property.
- Include date, time, and address of open house.
- Send out to your entire database using your preferred e-newsletter platform.
- See sample email here: <https://vid.us/s3ah5m>

MAIL INVITES FOR MEGA OPEN HOUSE

- Create an “exclusive” invite to mail out to at least 200 of the surrounding neighbors.
- Include the date, time, and address.
- Let them know there will be refreshments.
- See below for an example of the invites.



EXCLUSIVE NEIGHBORHOOD SNEAK PEEK

SATURDAY JULY 9TH
11AM-2PM

6717 E BELICE ST.
LONG BEACH

Please RSVP to
info@intihomes.com
or text 562.572.4978

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Marketing Email Template

Send a calendar to the sellers before the listing launch

Hello (seller's first name(s)),

My name is (name) and I'm Gia's marketing coordinator. I will be your point of contact regarding any marketing for your new listing.







Please see the attached PDF for a tentative calendar of events for your home. Let me know if you have any questions about these dates.

Thank you and I look forward to working with you!
(signature)



6717 E Belice St.

July 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
21	22 <ul style="list-style-type: none">Circle dialing 	23 <ul style="list-style-type: none">Photos & Video @ 3:30pm 	24	1 <ul style="list-style-type: none">Coming soon campaign 	1	2
3	4 <ul style="list-style-type: none">Door knocking 	5	6 <ul style="list-style-type: none">Live on the market 	7	8	9 <ul style="list-style-type: none">Mega Open House 11am-2pm
10 <ul style="list-style-type: none">Showings	11	12 <ul style="list-style-type: none">Review offers 	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Marketing

Before Listing Launch

POST VIDEO & PHOTOS ON SOCIAL MEDIA

- Post the listing video and photos of the listing on social media as a “Coming Soon”
- Do this 2 days before the listing launch.

RUN ADS ON SOCIAL MEDIA

- Run Facebook ads with the listing video or photos to the surrounding area with the open house date and time 2 days before the launch.

SIGN UP FOR THE LOCAL BROKER TOUR

- Depending on the requirements of your local broker tour, sign up the listing to be on the tour sheet once it has gone live.

2 Days After Open House

SEND WEEKLY UPDATES

- Create a listing activity sheet that shows the feedback and activity from the open house (obtain from sales team).
- Send the updated listing activity sheet to the sellers once a week.
- See this link for a listing activity sheet example: <https://docs.google.com/>

Listing Launch

2 Days Before Listing Launch

CIRCLE DIAL THE NEIGHBORHOOD

- Obtain phone numbers for the surrounding neighborhood from your title rep.
- The sales team calls the neighborhood letting them know about the open house.

DOOR KNOCK

- The sales team door knocks the neighborhood using the open house invite that was mailed out to them.

MEGA OPEN HOUSE!

1-2 Days After Open House

SEND THANK YOU CARDS

- The sales team mails handwritten thank you cards to the neighbors who attended.

Listing Launch Email Template

Once the listing agreement has been signed

Good Morning/Afternoon (first name only),

My name is (tc name) and I am Gia Silva's Listing Coordinator.

Congratulations on your newly listed home. We look forward to serving you!

I will be your point of contact throughout the transaction to coordinate all inspections, showings, and make sure we have all paperwork in order.

Please look out for another email from DocuSign/Glide today with all of the sellers' disclosures. Please call me or Gia directly when you have questions.

Thank you and I look forward to working with you,
(signature)

3 Musts for a Successful

Mega Open House

01

Have Treats!

- Coffee truck, ice cream truck, or get it catered.
- Give tickets to guests for their treat after they tour the house (this will bring them to you and you get to have a conversation with them).

02

Gamify It!

- Instead of a sign in sheet, have a game for attendees to play.
- "Guess the sales price for this house to win \$500!"
- Attendees will fill out a small form with their name, guess price, and contact info.
- Share it on social for those who couldn't make the open house but still want to play the game.

03

Follow Up!

- Send videos thanking each open house guest for attending. In the video let them know you'll call them.
- Send cards thanking the neighbors that attended.
- Apply CMA SOP again with the homeowners.

What Happens Next?

So Your Listing Isn't Selling?

- See Tom's video below for tips on how to talk to your sellers about a price modification.





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