

MARKETING

What is the marketing plan beyond a yard sign?

Every agent will say yes to all of this. That is why the checklist is not the useful part.

SELLER TOOL • WHAT IS ACTUALLY INCLUDED

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| ☐ Professional photography | ☐ Video where it helps |
| ☐ Drone where it helps | ☐ 3D tour where it helps |
| ☐ A dedicated page for the property | ☐ Brokerage website placement |
| ☐ Zillow and Realtor syndication | ☐ Paid digital promotion |
| ☐ Email to a real list | ☐ Social media |
| ☐ The brokerage database | ☐ Direct broker-to-broker outreach |
| ☐ Public open houses | ☐ Broker opens and previews |
| ☐ Print where it actually reaches someone | ☐ What shows up when a buyer Googles the address |

Do not ask whether an agent does digital marketing. Ask them to show you the marketing from their last three listings.

That question is hard to answer with a brochure. Either the work exists and they can pull it up on a phone, or it does not. Ask to see the property page, the video, the ad, the email. Ask how many people saw it and where those people came from.

TUCKER'S TIP

Google the address of their last three listings right there in the meeting. What a buyer finds when they search your property is part of the marketing, and most agents have never looked.