

28 TIMES TO MARKET A PROPERTY



TO GET ANOTHER LISTING

DATE: _____

№	ACTIVITIES	<input checked="" type="checkbox"/>
	Week 1: Pre-Market Preparation	
1	Pre-Market Social Media Post (Boost for \$70 if not running an ad) <ul style="list-style-type: none"> • Teaser video or image • Caption strategy: e.g., "Would you like to choose your new neighbours?" 	
2	Pre-Market Email to Owners & Landlords <ul style="list-style-type: none"> • Inform homeowners of the new listing • Opportunity for early viewing 	
3	Pre-Market Letterbox Drop <ul style="list-style-type: none"> • Drop on 5 different streets with open home times • Use street-specific information for future tracking 	
4	Pre-Market SMS to Owners/Landlords in the Postcode <ul style="list-style-type: none"> • Share social media link with preview announcement 	
	Week 2: Property Listing Launch	
5	Just Listed Post (Boost for \$70 if not running an ad - 7 days) <ul style="list-style-type: none"> • Social media post with standard details, address, and open times 	
6	Just Listed Email <ul style="list-style-type: none"> • Email announcement with property details 	
7	Just Listed Letterbox Drop <ul style="list-style-type: none"> • Distribute DL or flyer with property details 	
8	Just Listed SMS to Owners/Landlords in the Postcode <ul style="list-style-type: none"> • Short message welcoming them to the first open home 	
9	Reminder to the Second Open Home Post (Boost for \$70 if not running an ad - 7 days) <ul style="list-style-type: none"> • Standard property post reminding audience of inspection 	
10	Reminder on the Second Open Home Email <ul style="list-style-type: none"> • Email reminder in the standard weekly OFI alert 	
11	Week 3: Reminders	
12	Reminder of the Third Open Home Post (Boost for \$70 if not running an ad - 7 days) <ul style="list-style-type: none"> • Post to remind audience of the final Saturday open home before the auction 	
13	Reminder of the Third Open Home Email <ul style="list-style-type: none"> • Email reminder of the final Saturday open home before the auction 	

28 TIMES TO MARKET A PROPERTY



TO GET ANOTHER LISTING

DATE: _____

№	ACTIVITIES	✓
	Final week post	
14	Final Week Post (Boost for \$70 if not running an ad - 7 days) <ul style="list-style-type: none"> • Urgent post encouraging buyers to act and do due diligence • Preferably in video format 	
15	Final Week Email <ul style="list-style-type: none"> • Sent to buyer inquiry, also informs owners of approaching auction 	
16	Invitation to Neighbors to Attend Auction - Letterbox Drop <ul style="list-style-type: none"> • Invite neighbors to the auction with a thoughtful message • See templates in our portal 	
17	Invitation to Auction Post <ul style="list-style-type: none"> • Social media post informing audience about the upcoming auction 	
18	Invitation to Auction Email <ul style="list-style-type: none"> • Separate email to homeowners inviting them to attend the auction 	
19	Invitation to Auction SMS to Owners/Landlords in the Postcode <ul style="list-style-type: none"> • Personalised SMS inviting homeowners to the auction 	
20	Just Listed Email <ul style="list-style-type: none"> • Email announcement with property details 	
	Post-Auction: Property Sold	
21	Sold Post <ul style="list-style-type: none"> • Standard social media sold post featuring signboard photos 	
22	Sold Letterbox Drop <ul style="list-style-type: none"> • DL drop or flyer announcing the property's sale 	
23	Sold Email Alert <ul style="list-style-type: none"> • Personalised email to homeowners with details of the sale 	
24	SOLD SMS to Owners/Landlords in the Postcode <ul style="list-style-type: none"> • Personalised SMS to homeowners informing them of the sale 	

28 TIMES TO MARKET A PROPERTY



TO GET ANOTHER LISTING

DATE: _____

№	ACTIVITIES	<input checked="" type="checkbox"/>
	Follow-Up: Post-Sale Engagement	
25	3 Days Later - Buyers Missed Out Post <ul style="list-style-type: none"> • Social media post indicating buyer interest in the area 	
26	3 Days Later - Buyers Missed Out Email <ul style="list-style-type: none"> • Email to homeowners emphasizing buyer demand in the area 	
27	3 Days Later - Buyers Missed Out Letterbox Drop <ul style="list-style-type: none"> • DL or flyer dropped around the area, reinforcing buyer interest 	
28	Social Media Ad Campaign for the Duration of the Property Marketing Campaign <ul style="list-style-type: none"> • Run ad campaign for 30 days to maintain property visibility 	