

## **LISTING/MARKETING MANAGEMENT**

Welcome to *Listing/Marketing Management*. We manage the administrative details of your listing and marketing tasks so you can do what you do best... work with your clients!

### **Listing:**

- Enter listing and pictures into MLS
- Invite Seller into SettlementRoom; send Seller letter.
- Enter Listing into SettlementRoom
- Upload Disclosures to MLS
- VT - Order
- Check with Seller to verify VT order
- Flier - Create and send for proof
- Just Listed Postcards - Create and send for proof
- Realtor.com - Check for listing
- Enter new listing into website
- VT - Input listing info and activate tour
- VT - Place tour link on MLS, website and SR
- VT - Place tour link on Realtor.com (if enhanced)
- Flier - Approved and sent for print
- Just Listed Postcard - Approved and ordered
- Flier - Confirm Delivered
- Send automated reminder to Realtor for expiration date

### **Contract:**

- Change Status in MLS
- VT - Update
- Update website
- Just Sold Card- Create and send for proof
- Get Mailing List from provider per instructions from Realtor
- Just Sold Card - Approved, print and mail

### **Price Reduction:**

- MLS - Change price
- VT - Update
- Update website
- Flier - Change price and send for print

### **Closing:**

- MLS - Change status
- Update website
- VT - Deactivate Tour
- Send Thank You to Seller

### **Withdrawn:**

- MLS-Notify broker to withdraw listing
- Remove from website per Realtor request
- Deactivate VT

**The Cost:**     \$40/hr.