

SO YOU GOT A LISTING...

# SHARE IT!

## MUST-DO's

BEFORE LISTING GOES ACTIVE	WHEN LISTING GOES ACTIVE	WHEN LISTING SELLS OR BUYER CLOSES
<ul style="list-style-type: none"><li><input type="checkbox"/> Get High Res Photography For Listing</li><li><input type="checkbox"/> Get Professional Video Shot &amp; Edited</li><li><input type="checkbox"/> Purchase <a href="#">Digital Luxury Magazine space</a></li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Check with ASC and make sure listing is syndicated to Global Luxury websites</li><li><input type="checkbox"/> Post link on Business Page (CB link, NOT MLS) and send to clients to share!</li><li><input type="checkbox"/> Advertise! Leverage <a href="#">L2L</a>, <a href="#">Social Ad Engine</a>, or <a href="#">Boost Yourself!</a></li><li><input type="checkbox"/> Submit video to <a href="#">Virtual Open House</a></li><li><input type="checkbox"/> Submit Listing to <a href="#">Home of the Week Program</a></li><li><input type="checkbox"/> Post beautiful exterior photo on Instagram</li><li><input type="checkbox"/> Unique posts on Facebook &amp; Instagram WEEKLY (highlight certain features, announce open houses, etc.)</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Share SOLD on social media! Photo with clients with keys, in front of listing, etc.)</li><li><input type="checkbox"/> Ask for a review from clients</li><li><input type="checkbox"/> Generate social media presence report &amp; share with clients</li></ul>

## ADDITIONAL EXPOSURE

- Share in community groups
  - *Follow group rules!*
- Engage with comments on ALL platforms
- Post in Instagram stories
- Post video walkthrough to YouTube channel



**COLDWELL BANKER**