

6-MONTH LISTING MARKETING PLAN

At Lang Realty, we believe every home has a story to tell—and the right plan makes all the difference in getting it sold. Our 6-Month Listing Marketing Plan is designed to keep your property fresh, visible, and competitive in the market every step of the way.

From a powerful launch to consistent engagement, creative marketing, and strategic adjustments, we're committed to doing more than listing your home — we're here to position it to sell.



month 1

Strong Launch & Maximum Exposure

- Listing Launch
- Open House & Neighborhood Buzz
- Social Media & Digital Push
- Targeted Agent Outreach

month 4

Expanding the Reach

- Community & Local Business Tie-Ins
- Themed Open House & Urgency Push
- Video Marketing Blitz
- Seller Check-In & Mid-Campaign Evaluation

month 2

Engagement & Adjustments

- Lifestyle & Local Area Marketing
- Virtual Tour & Agent Collaboration
- Market Check-In & Seller Strategy Review
- Content Refresh & New Push

month 5

Revitalizing Interest

- Fresh Incentive
- Agent Outreach Refresh
- “Buyer’s Last Chance” Event

month 3

Creative Marketing & Engagement

- Revamped Listing Materials
- Highlighting Home Value & Incentives
- Specialty Marketing & Buyer Education
- Reassess & Refresh Approach

month 6

Final Push & Seller Options

- Fear of Missing Out Campaign
- Last Call for Offers
- Expiration Plan – Next Steps, Relaunch or Reposition