



LANGREALTY

LOCAL · TRUSTED · PROVEN

6-MONTH LISTING MARKETING PLAN

Listing agreements should be secured for a minimum of **twelve months** to provide sufficient time for comprehensive marketing and exposure, particularly in a slower market. If the property remains unsold after **six months**, or sooner if market conditions warrant, canceling and relisting the property is recommended. This approach refreshes the listing's visibility on MLS hot sheets, positioning it as a **newly listed property** to agents and potential buyers. When relisting, it is advisable to set the term of the new agreement for at least **nine months** to ensure continued marketing efforts and maximize the likelihood of a successful sale.

month 1

Strong Launch & Maximum Exposure

Listing Launch | Open House & Neighborhood Buzz

Social Media & Digital Push | Targeted Agent Outreach

- ☐ Professional **photography, video, and drone shots** (if applicable).
- ☐ Write a compelling **description with lifestyle appeal**. Link for Chatgpt: [Listing Launch](#)
- ☐ Upload the listing to **MLS, major portals (Zillow, Realtor.com, etc.), brokerage website**, and LRE (Properties over \$500k)
- ☐ Send a **Just Listed** email blast to database & top local agents via BoldTrail
- ☐ Post the **announcement** on social media with a video walkthrough, using #LangRealty, and submit internal social media video, virtual tours to Socialmedia@langrealty.com
- ☐ Add email addresses to Adwerx portal
- ☐ Initiate Boldtrail Listing Playbook
- ☐ Schedule **1-2 open houses** (if appropriate for the area).
- ☐ Promote open house on **social media, email, and local Facebook groups**.
- ☐ Door-drop or mail **Just Listed postcards** to the neighborhood.
- ☐ Create a **Facebook/Instagram ad** targeting local buyers. (Use BoldTrail Landing page or Squeeze page) links
- ☐ Share a **Behind-the-Scenes** post: "What makes this home special?"
- ☐ Post an interactive **poll or quiz**: "Which feature is your favorite?"
- ☐ Run a **Online campaign** if appropriate for the price point. (Facebook, Instagram, BoldTrail or Google)
- ☐ Contact **buyer's agents** who have clients looking in the area. (Reverse Marketing)
- ☐ Email or text the listing to **past clients & sphere of influence**.
- ☐ Share a social media post: "**X showings so far! Could yours be next?**"
- ☐ Ensure the **seller is updated** with weekly showing reports & feedback.

month 2

Engagement & Adjustments

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

- ☐ Create a Social Media post: **“Living in [Neighborhood] – What You’ll Love”**. (Around Listing area)
- ☐ Film a **video tour highlighting local restaurants, parks, & shops**.
- ☐ Share a **testimonial from a happy buyer or neighbor** in the area.
- ☐ Host a **virtual open house** for online buyers & out-of-town prospects.
- ☐ Offer a **\$100 agent bonus drawing** for brokers who bring buyers.
(Brokers open giveaway)
- ☐ Check **MLS for expired/ closed listings** where buyers may still be looking.
- ☐ Review showing traffic & buyer feedback with the seller. (Showing Time)
- ☐ Adjust price **conversation based on market data**. (Showings, Buyer incentive- driving activity, Trengraphix/Altos)
- ☐ Add a **“Price Improvement” email & Social media post** if applicable.
- ☐ Create a **short-form video** (Reels, TikTok) featuring best home features.
- ☐ Share a post: **“3 Things You Didn’t Know About This Home”**.
- ☐ Post a **new ad campaign** targeting renters or move-up buyers.

month 3

Creative Marketing & Engagement

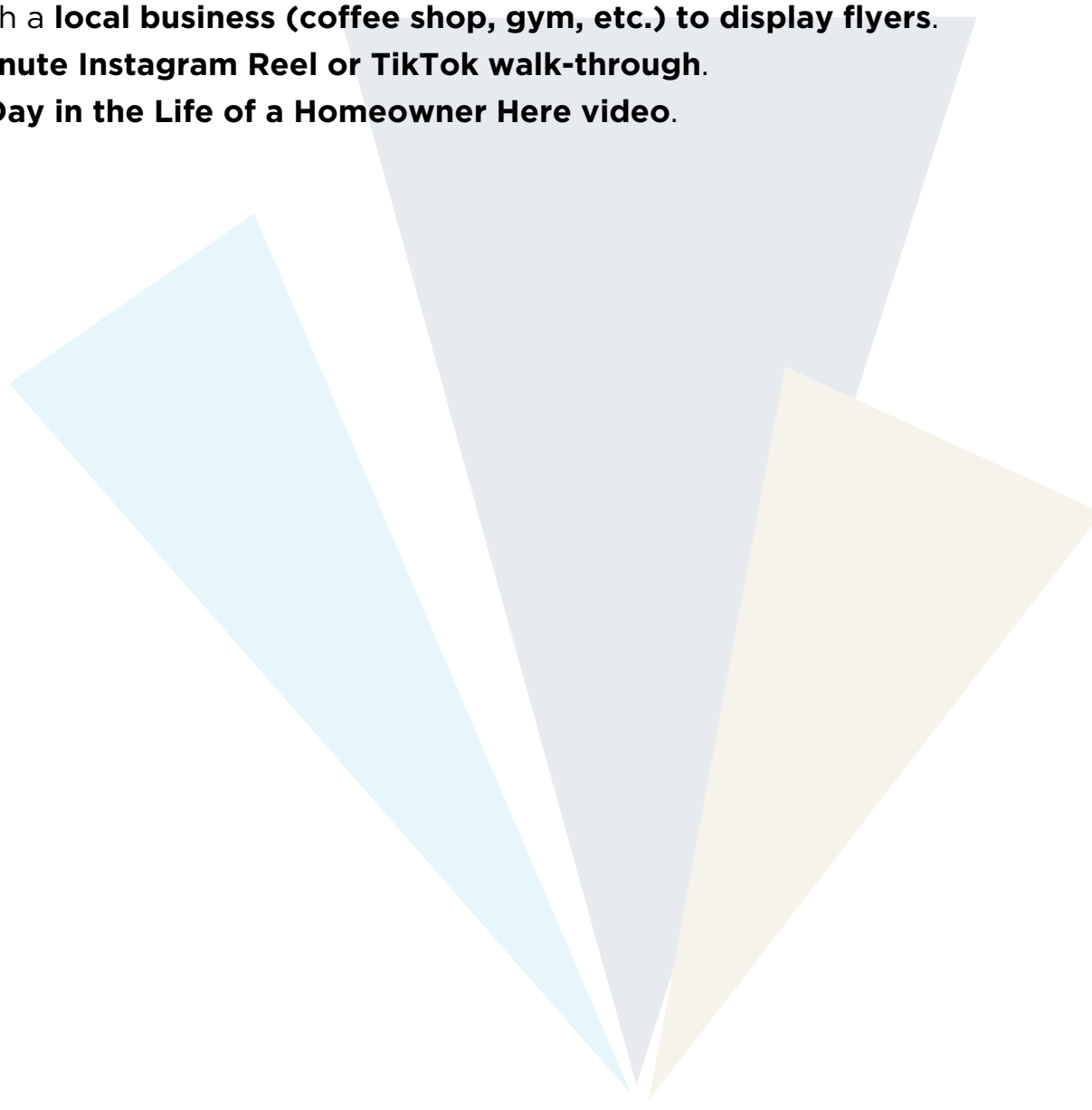
Revamped Listing Materials | Highlighting Home Value
& Incentives | Specialty Marketing & Buyer Education |
Reassess & Refresh Approach

- ☐ Take **new photos or adjust staging** to highlight fresh angles.
- ☐ Rewrite listing description to **emphasize a different buyer profile**.
Chatgpt Link: <https://chatgpt.com/>
- ☐ Post **“What \$X Gets You in This Neighborhood”** comparison.
- ☐ Offer an **incentive** (home warranty, closing cost credit, buyer incentive, agent incentive- compensation, etc.)
- ☐ Video/ Social media post targeting market areas
- ☐ Share **financing options breakdown** (e.g., “Buy This Home for \$X/Month”. Contact Supreme Lending for Facts sheet)
- ☐ Conduct a **market update** with competing listings & price trends.
(Trendgraphix, Altos, MLS)
- ☐ Adjust the **ad targeting** (if needed) to reach new buyer pools.
- ☐ Rerun Reverse prospecting based on decreased price point
- ☐ Discuss whether a **new price conversation is necessary**.

month 4

Expanding the Reach

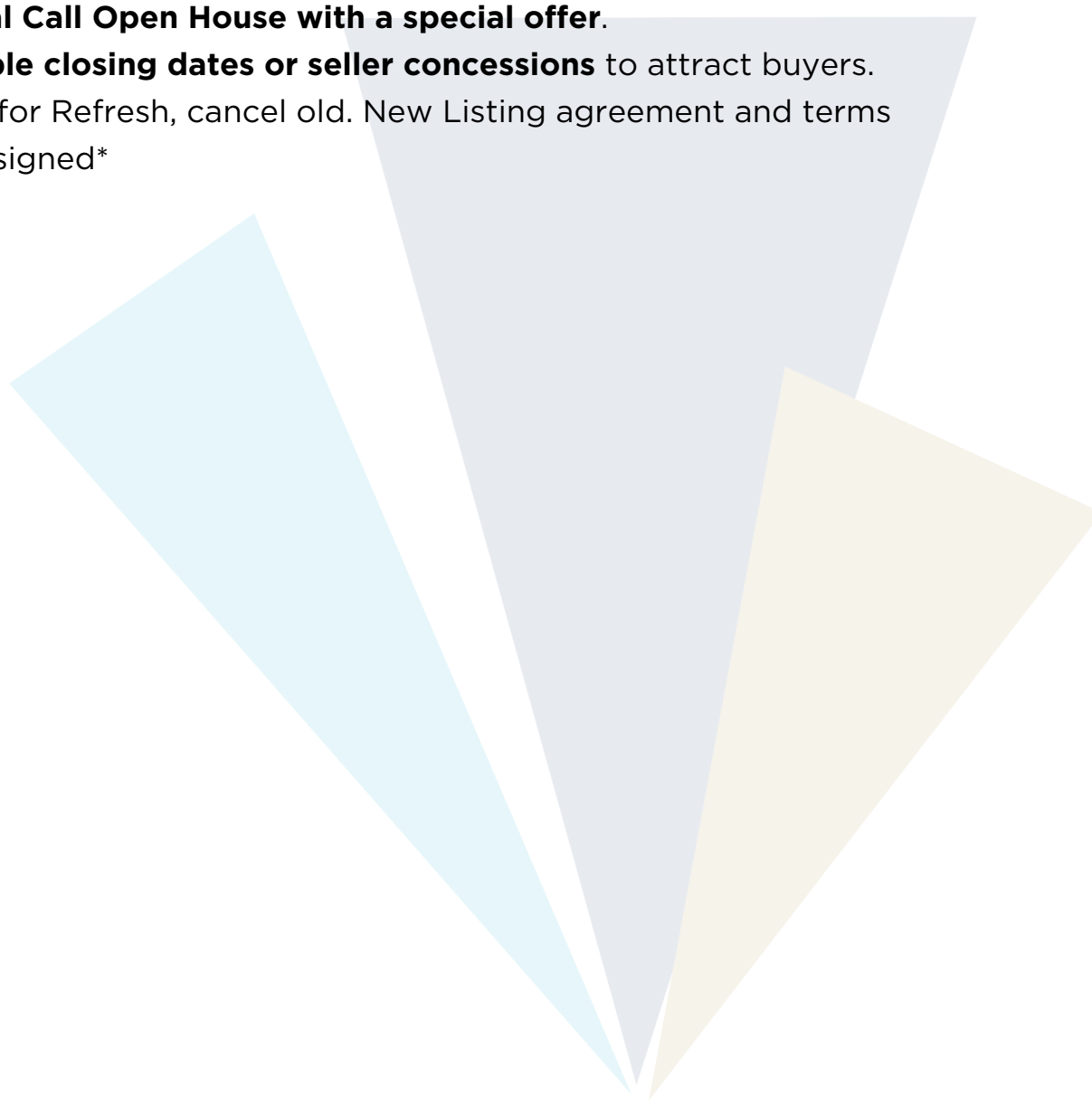
Community & Local Business Tie-Ins | Themed Open House & Urgency Push | Video Marketing Blitz | Seller Check-In & Mid-Campaign Evaluation

- ☐ Reach out to the Regional Sales Manager for brainstorming ideas, concerns or suggestions
 - ☐ Host a **unique event (Sunset Wine Tasting, Brunch & Browse)**.
 - ☐ Identify **new angles for marketing (luxury, fixer-upper, etc.)**.
 - ☐ Feature the home in a **community newsletter or HOA website**.
 - ☐ Partner with a **local business (coffee shop, gym, etc.) to display flyers**.
 - ☐ Post a **1-minute Instagram Reel or TikTok walk-through**.
 - ☐ Feature a **Day in the Life of a Homeowner Here video**.
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*month*5

Revitalizing Interest

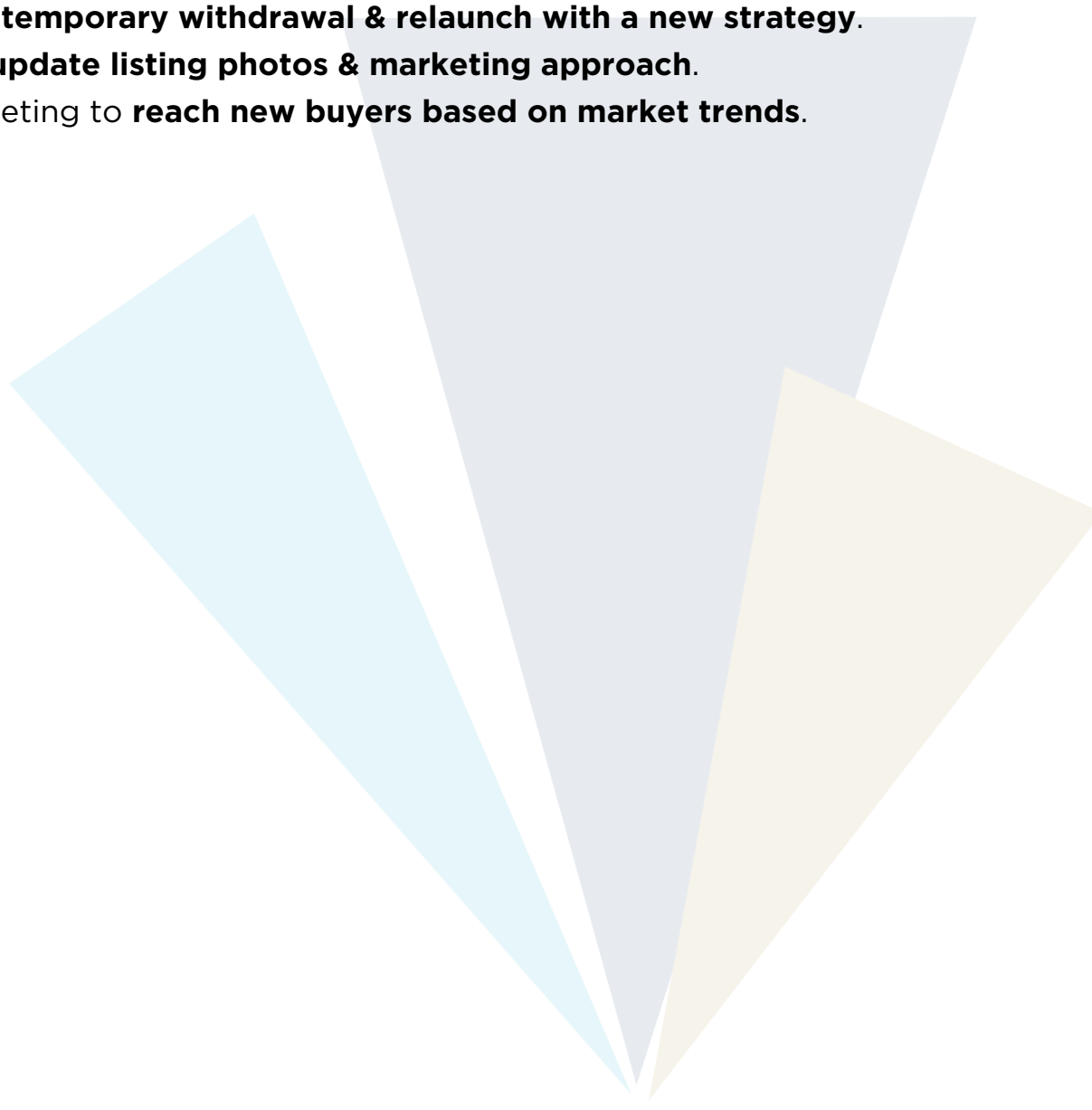
(“Why Hasn’t This Sold?” Campaign | Price Adjustment
or Fresh Incentive | Agent Outreach Refresh | “Buyer’s
Last Chance” Event

- ☐ Address concerns head-on with owner
 - ☐ Ask Internal Agents/ services/ affiliates for input
 - ☐ Introduce a **new buyer incentive** (seller-concessions, upgrades, etc.).
 - ☐ If appropriate, **adjust price with a strategic marketing push.**
 - ☐ Call **top 20 agents in the area** about the property.
 - ☐ Host a **Final Call Open House with a special offer.**
 - ☐ Offer **flexible closing dates or seller concessions** to attract buyers.
 - ☐ Relist MLS for Refresh, cancel old. New Listing agreement and terms must be resigned*
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month 6

Final Push & Seller Options

Fear of Missing Out (FOMO) Campaign | Last Call for Offers | Expiration Plan – Next Steps | Relaunch or Reposition

- ☐ Post: **“This Home Will Be Gone Soon – Act Now!”**.
 - ☐ Share a video of **previous similar listings that sold**.
 - ☐ Offer a **24-hour flash incentive** for serious buyers.
 - ☐ Highlight **success stories of buyers who acted fast**.
 - ☐ If still unsold, meet with the seller to **discuss relisting options**.
 - ☐ Consider a **temporary withdrawal & relaunch with a new strategy**.
 - ☐ If relisted, **update listing photos & marketing approach**.
 - ☐ Adjust targeting to **reach new buyers based on market trends**.
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Relisting Strategy for Maximum Impact

If the property remains unsold after six months, or sooner if market conditions indicate, **canceling and relisting the property** can be an effective strategy. While this does not reset the **Days on Market (DOM)**, it does refresh the listing's visibility on MLS hot sheets, making it appear as a **newly listed property** to agents and potential buyers.

Relisting helps attract a **new pool of buyers** who may not have seen the property before or dismissed it earlier due to market conditions, price, or competing inventory. Additionally, many buyers and agents focus on **new listings**, making relisting a way to **reignite interest** and generate fresh momentum.

When relisting, it is essential to:

- **Change the Primary Photo** – A new lead image captures fresh attention and makes the listing stand out in search results. Consider a **different angle, a twilight shot, or a seasonal update** to showcase the home in a new light.
- **Modify the Listing Description** – Refresh the wording to highlight features that may not have been emphasized before. Focus on **buyer trends, recent updates, or unique selling points** that could appeal to a broader audience.
- **Adjust Pricing & Incentives (If Necessary)** – If buyer activity has been low, consider a **strategic price adjustment** or offering buyer incentives, such as **closing cost assistance or a home warranty**, to make the home more competitive.
- **Update Marketing Materials** – Revise social media ads, email campaigns, and print materials with **new images and messaging** to reignite interest among buyers and agents.

By implementing these changes, the listing gains **renewed visibility and a fresh appeal**, increasing the chances of attracting serious buyers. Regularly reviewing marketing strategies and making timely adjustments ensures that the property remains competitive in the marketplace.

When relisting, it is also advisable to secure a **new listing agreement for at least six months** to allow sufficient time for renewed marketing efforts and maximize the likelihood of a successful sale.