

MARKETING YOUR LISTING: THE BASELINE 2023

Phase 1: Private Exclusive (*Compass Internal promotion only*)

- List property as private exclusive
- Organic post messaging Private Exclusive to internal network of brokers via **Compass Workplace**
 - Groups: SoCal Agent Community, Westside Agent Community, etc.
- Stage property (via Compass Concierge when applicable)
- Photoshoot, videography, and matterport scheduled with premiere, specialized photographers/videographers
- Identify significant dates (coming soon, list date, open house by appointment date) & schedule marketing accordingly

Phase 2: Coming Soon (*Begin external/public promotion*)

- Change status to Compass Coming Soon up to 24 hours before going live on the MLS
- Organic social media posts on Facebook + Instagram messaging Coming Soon - templates in **marketing center (click)**
- Use **network tool (click)** to pull list of agents who have represented comps > perform personalized outreach via bulk email tool
- Organic post messaging Coming Soon to internal network of brokers via **Compass Workplace**
 - Groups: SoCal Agent Community, Westside Agent Community, etc.
- List your property live on the MLS within 1 business day

Phase 3: Now Listed

- Property listed as Now Listed on compass.com (including syndication request to 800+ websites)
- Use **marketing center (click)** to create all collateral needed for showings - **flyer (click)** & **brochure (click)**
- Use marketing center to create **postcard (click)** messaging Now Listed (obtain list of mailing addresses from title rep)
- Organic social media posts on Facebook + Instagram messaging Now Listed
 - Create a video using **Video Studio (click)** | Social squares & story asset templates (**click**)
- Dedicated **e-mail blast (click)** to curated list messaging Now Listed
 - Use **Network Tool (click)** to pull list of 50 or less brokers who have represented comps in the area
 - To Locate Tool: Go to "agent home" (compass.com) > locate black tool bar on left side of screen > click "more" > click "network"
- Use marketing center to create a **Just Listed Digital Ad (click)** *run 7-21 day campaign, minimum \$10 per day
- Promote as a "Featured Listing" on Mansion Global for 30 days (**Digital Ads** > click "Feature A Listing" > select address > launch!)
- Launch Google Display Network campaign thru Lead Gen Lab targeting key zip codes & feeder markets
 - Work with MA to have digital ads designed
 - To view listing packages & launch campaigns: www.leadgenlab.co/listings
- Organic post messaging Now Listed to internal network of brokers via **Compass Workplace**
 - Groups: SoCal Agent Community, Westside Agent Community, etc.
- Reserve LA Times, MLS, and other advertising via SoCalCompass.com > **Advertising** (password: findyourplace)
 - Reservations due by Friday EOD (one full week in advance of the publication date)
- Submit property to be featured in listing carousel at virtual Westside sales meeting to audience of 130+ in-network brokers
 - Submit via google form in AEM's email (by Friday before sales meeting)
- Property submission to Compass Catch & @compass social channel via **google form (click)**
- Property submission to @compasscalifornia social channel via **google form (click)**
- Detailed reporting using **Compass Insights** to ensure we are driving the right results and pivoting when necessary (provided to client on a bi-weekly basis)

Phase 3: Open House/Featured Events

- Strategic Partnerships/ Open House Activations
- Open House tag added to listing in MLS (syndicates to compass.com)
- Organic social media posts on Facebook + Instagram messaging Open House dates - templates in **marketing center (click)**
- Use marketing center to create an **Open House digital ad (click)** *72 hours prior to Open House, minimum \$10 per day
- Use **marketing center (click)** to custom design collateral including one-sheets to present at Open House
 - Tip: Create one-sheets for all current listings and have them on display at open house for additional exposure
- Organic post messaging Open House dates to internal network of brokers via **Compass Workplace**
 - Groups: SoCal Agent Community, Westside Agent Community, etc.
- E-mail acquisitions at event using sign in sheet (enter leads into CRM to digitally re-target guests of the event)
 - Tip: Raffle (gift card, etc.) to encourage sign-ins

Phase 4: Closing

- Promote the sale to your SOI - on **social media (click)**, within an email newsletter (**click**), etc. • •
- Potential direct mail piece to comps in the area
- Add listing to "recent sales" page in listing presentation using **LP tool (click)** • •
- Send clients a gift (if applicable) using **Gift Center (click)**