

# LUXURY PROPERTY MARKETING CHECKLIST

INSTITUTE *for*  
LUXURY HOME  
MARKETING®  
By Colibri Real Estate

## PRESENTATION / PREPARATION

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- Staging Consultation
  - De-cluttering / Physical Staging / Virtual Staging
- Pre-listing Appraisal (*if needed*)
- Pre-listing Inspection / Repairs / Disclosures

## IMAGERY

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- Photography
  - Main photographs (share the “story” you’d like your photographer to capture)
  - Any special “hero” shots to be scheduled
  - Videography
  - Aerial Photography / Videography
  - Virtually Staged Photography (if needed)
- Organize / cull photographs to showcase the property’s most important features

## BUILDING THE STORY

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- Identify the lifestyle(s) that the property represents
- Identify special/unique features of the property
- Identify the likely Buyer prospect group(s)
- Determine whether the “Principle of Sacrifice” is needed to overcome a negative that cannot be changed
- Write creative marketing copy (hire a professional if needed)

## MARKETING COLLATERAL

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- Brochures
- Mini-Brochures
- Just Listed Postcards
- Presentation Book
- Showing Guide
- Property Website
- Yard Signs (luxury-specific if appropriate)

## MARKETING / ADVERTISING

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- Print / Digital Advertising
  - Identify local and/or niche advertising opportunities
  - Consider national distribution (i.e. *Wall Street Journal*, *Mansion Global*, *Unique Homes*, *Robb Report*, etc.)
- Direct Mail Campaign(s)
  - Immediate Neighborhood
  - Neighborhoods likely for move-up or move-down Buyers
  - Targeted prospect groups (use WealthEngine Prospecting to generate mailing list[s])
- Social Media Marketing
  - Upload to The Institute Network “Promote Your Listings” subgroup
  - Upload to your social media accounts
  - Upload video to your YouTube account
- Double check for accurate internet propagation

## OTHER IDEAS

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- Luxury Broker’s Open House
- Decorator Boards
- Mini-Movie
- Real Estate Soiree
- Restoration Open House (for homes needing remodeling)