



YAY! You've got a new listing! Now what?

For more details please read <http://askforliz.com/how-and-when-to-post-your-listings/>

The Sellers' signature is still wet on the listing agreement and they're almost excited as you are. Are you headed for the door? STOP!

DAY 1:

- Get a picture of your Sellers right after they've signed the listing agreement (with or without you). Once you've snapped the picture, right in front of them, send it to your business Instagram account with a short caption announcing your new listing and promising more information on your Facebook account soon.
- Before you get into your car, take a nice photo of the outside of the home.

DAY 2:

- Once you get back to your office, take that same photo of your Sellers and post it to your business Twitter account with the same sort of message you put on Instagram.

DAY 3:

- The following day, get on your Facebook account and post the photo of the exterior of the house with a description of the home and a promise to have more photos up soon.

DAY 4:

- Review the photos you've gotten back from the professional photographer. Choose a dozen or so.

DAY 5:

- Go to Facebook and make a photo album and name that album the address of the listing.



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DAY 8:

- Go to Instagram and post one of the professional photos of that listing there.
- Go to Twitter and schedule one tweet with a photo of this listing every 5th tweet. That means tweet about something else 4 times and then send out the #newlisting tweet.

DAY 12:

- Do you have a Pinterest business account? Make a new board and name it the address of the listing. If you add a map that includes the listed home and surrounding attractions, I'll give you extra brownie points.

DAY 15:

- Go to Instagram and post one of the professional photos of that listing there.

DAY 19:

- Change the cover photo of that Pinterest board to one of the other photos taken by the professional photographer to keep it fresh.

DAY 22:

- Go to Instagram and post one of the professional photos of that listing there.

DAY 26:

- Change the cover photo of that Pinterest board to one of the other photos taken by the professional photographer to keep it fresh.

DAY 29:

- Go to Instagram and post one of the professional photos of that listing there.

By now you've gotten the idea of what kind of rhythm to use to stretch out the information of your listing over your different social platforms. If you have any questions send me a tweet at @AskForLiz.



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