

# AGENT HOME LAUNCH CHECKLIST

ADDRESS: \_\_\_\_\_

DATE LISTED: \_\_\_\_\_ LAUNCH DATE: \_\_\_\_\_

## SELL YOUR HOME IN 72 HOURS

OUR HOME SELLING PROGRAMS FEATURED  
IN OVER 200 PUBLICATIONS, INCLUDING:

YAHOO!  
FINANCE  
**Forbes Money**

### After listing contract signed (completed at property)

- ☐ Upload to BuyerHunt app.
- ☐ Take photos (3-4) for online marketing teasers.
- ☐ Record 30-60 second video describing best features.
- ☐ Broadcast Facebook Live from property announcing coming soon listing. Then post to your FB page and tag Hague Partners (we will Like it and repost it). Include hashtags (#haguepartners, #comingsoon, #forsaleinYOURCITY, #72sold, #justlisted, #azrealtor).
- ☐ Voxer from property to announce new listing: upload one photo and video describing key features - our team may have a buyer!

### VIP "First Notice" Inner Circle

- ☐ Email the three best property photos and the HP property info form to [vip@haguepartners.com](mailto:vip@haguepartners.com) so that we can distribute info on the new listing to buyers and agents with buyers who have asked to be notified about our newly listed homes before Launch Day.

### Within 24 hours of obtaining signed listing contract

- ☐ Email initial photos, video, launch date and HP Property Info form to [marketing@haguepartners.com](mailto:marketing@haguepartners.com) (will be used to post to HP website, trigger "just listed" cards, begin social media promo and CRM update).
- ☐ Upload listing documents and checklist to SkySlope (triggers a variety of services including sign installation with "coming soon" rider and text message feature, photos, showing time service, submission to MLS (not yet published), and populates to numerous home search websites).

- ☐ Post to [Zillow.com](http://Zillow.com) Coming Soon.
- ☐ Post to [Realtor.com](http://Realtor.com) Coming Soon.
- ☐ Post to [ThePLS.com](http://ThePLS.com) (pocket listing site).
- ☐ Post to [Redfin.com/Coming-Soon](http://Redfin.com/Coming-Soon).
- ☐ Send same information you previously forwarded to [marketing@haguepartners.com](mailto:marketing@haguepartners.com) for the website to [eliteteam@securitytitle.com](mailto:eliteteam@securitytitle.com) to order "just listed" cards.

### Completed prior to "Launch Day"

- ☐ Upon receiving professional photos, send 16 photos to [marketing@haguepartners.com](mailto:marketing@haguepartners.com) and [eliteteam@securitytitle.com](mailto:eliteteam@securitytitle.com) along with property highlights for 6-page glossy brochure to be printed.
- ☐ Upload to BuyerHunt app a second time (benefit for Hague Partners agents only!).
- ☐ Make listing "active" in MLS and ensure professional photos have been added to the HP website and MLS.
- ☐ Remove Coming Soon rider from yard sign 2-3 days prior to Launch Day.
- ☐ Do a Facebook Live from the property 1-3 days prior to Launch Day to promote the upcoming launch event.
- ☐ Announce w/photo and video on Voxer 1-3 days before Launch Day with launch details (time/address).
- ☐ Reserve 5-7 open signs for your Launch Day.
- ☐ Secure BuyerHunt Poster/tear sheets for Launch Day.
- ☐ Prepare Launch Day sign-in sheet.
- ☐ Practice seller motivation story.
- ☐ Identify/memorize two homes for contrast price positioning.
- ☐ Identify/memorize three unique benefits of the community.
- ☐ Memorize key stats and features of home (Sq Ft, BD/BA, YearBuilt, LotSize, Age Of Roof/Appliances, Unique Features, etc.).
- ☐ Memorize info on recent neighborhood sales within the past year and all homes for sale in the community.
- ☐ Secure water and refreshments for Launch Day.
- ☐ SlyDial to neighbors available from Security Title (voicemail broadcast to surrounding 200 homes).

*Hague*  
Partners

ABC15 PREMIERE  
REAL ESTATE PARTNER



7333 E. Doubletree Ranch Rd. • Scottsdale, AZ 85258

72SOLD.COM • HAGUEPARTNERS.COM

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## ONLINE MARKETING

- ☐ National syndication to every leading home search website: Zillow, [Realtor.com](http://Realtor.com), Trulia, Redfin and dozens more.
- ☐ Featured property page with unique URL on [haguepartners.com](http://haguepartners.com), one of the most viewed real estate websites of any Arizona-based real estate firm.
- ☐ Aggressive social media marketing targeting buyers looking in the area and price range of each individual listing. HP is one of the few Arizona real estate firms with a full time, salaried social media marketing team.
- ☐ Distribution of an E-flyer to top selling agents in the community.
- ☐ Digital analytics upon request allows us to demonstrate how each HP property is performing on social media and digital marketing.
- ☐ Each HP listing is promoted organically on social media and receives paid Facebook marketing to enhance its reach to potential buyers and agents with buyers.
- ☐ As ABC15's Premiere Real Estate Partner, we are able to feature qualifying homes on Pricey Homes, one of their most trafficked web pages (also with a robust social media following).

## BUYERHUNT

- ☐ Each HP property is promoted on BuyerHunt, a patent pending smartphone app that identifies potential buyers for each property and gives them the opportunity to see it before Launch Day. This smartphone app (Check it out in the app store!) was developed at a cost of over \$250,000 and is the ultimate tool for identifying perfect buyers for HP newly launched homes.

## PHOTOGRAPHY

- ☐ All HP properties receive lavish professional photography to showcase the home in its best possible light.
- ☐ Drone/arial video footage is utilized on appropriate properties.

## PRINT MEDIA

- ☐ Each HP listing is presented in a 6-panel, tri-fold glossy brochure with an array of professional photos enhanced with compelling descriptions highlighting the best features
- ☐ Each HP property is promoted with "just listed" cards mailed to 150 surrounding homes to alert neighbors as to its availability in case they are personally interested, or know someone who may be (ie. relatives and friends).
- ☐ HP citywide newspaper ads feature an array of HP listings to attract buyers in every area and price range.

## SIGNAGE

- ☐ The HP yard sign features a state of the art text message buyer response system that encourages interactive and immediate communication with the HP listing agent. Homebuyers text for info on any HP listing from the front of the home. Listing agents are immediately notified with the buyers' phone number so they can call and schedule a showing while the buyers are still in front of the home.

## TELEVISION/RADIO

- ☐ Hague Partners has one of the largest advertising budgets of any real estate firm in Arizona. This attracts a massive number of potential buyers to view our new listings before they are available to the general public.
- ☐ As the Premiere Real Estate Partner of ABC15, Hague Partners appears once a month on Sonoran Living, one of the most watched TV programs in Arizona with over 40,000 viewers. The resulting increased web traffic exponentially expands the potential buyer reach for HP listings.

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