

LISTING STRATEGY TOOLKIT

The Real Estate Media Planner

A practical worksheet for choosing the right photo, video, aerial and immersive media for each listing.

HOMESNAPP

Real estate media for Lake Hopatcong, Sussex County, Morris County and the Poconos.

Use it, share it, or add your own notes. This resource is designed to make listing preparation easier for agents and sellers.

1. Define the listing story

Complete these prompts before choosing a package.

- [] The three features most likely to earn attention are: _____
- [] The buyer most likely to value this property is: _____
- [] The biggest question photos alone may not answer is: _____
- [] The strongest lead-image opportunity is: _____
- [] The primary launch channels are: MLS / Social / Email / Print / Direct booking / Other

2. Match media to the property

PROPERTY NEED	BEST-FIT MEDIA	WHY IT HELPS
Standard listing	HDR photos + floor plan	Complete coverage and layout clarity
Lakefront or acreage	Photos + drone + video	Shows setting, land and approach
Remote buyers	Photos + 3D tour + floor plan	Supports deeper online evaluation
Vacation rental	Photos + video + amenities	Sells experience and booking features
Vacant property	Photos + virtual staging	Clarifies scale and room purpose
Luxury or unique home	Full media package	Creates a cohesive launch across channels

3. Build the shoot brief

Give the photographer context without prescribing every frame.

- [] Must-show features: _____
- [] Exterior priorities: _____
- [] Views, land or neighborhood context: _____
- [] Rooms or features that need extra care: _____
- [] Items that should not appear: _____
- [] Access, parking, HOA or drone considerations: _____

4. Plan the launch assets

- [] MLS-ready image set selected and sequenced.
- [] Lead image chosen for portals and social announcements.
- [] Vertical video or short walkthrough prepared for social.
- [] Floor plan and 3D tour linked on the property page.
- [] Email, open-house and print graphics assigned.
- [] Seller approval and fair-housing review completed.

HomeSnapp planning rule

Use more media when it answers a real buyer question. The strongest package is not always the largest; it is the one that explains the property clearly.