

LISTING MARKETING TOOLKIT

The 7-Day Listing Launch Plan

A repeatable content timeline for turning one media shoot into a coordinated week of marketing.

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.

DAY 1	Media and positioning	Confirm audience, lead features, media package, seller preparation and shoot access. Draft the one-sentence positioning statement.
DAY 2	Capture day	Photograph the complete property. Record vertical clips, agent intro footage and feature details when included. Note any claims that require verification.
DAY 3	Build the listing story	Select the lead image, sequence the gallery, write the property description and prepare the property page. Add floor plan, video and tour links.
DAY 4	Pre-launch preview	Share a compliant teaser with your database and social audience. Avoid revealing details that conflict with MLS or brokerage rules.
DAY 5	Launch everywhere	Publish the MLS listing and property page, send the email announcement, post the hero image and share the full link across approved channels.
DAY 6	Feature focus	Publish a carousel, reel or short post about one meaningful feature: the lake setting, layout, workspace, outdoor area or renovation.
DAY 7	Showing and open-house push	Share availability, open-house details and a clear call to action. Respond to questions and note which content earns the strongest engagement.

Turn one shoot into ten content pieces

- [] 1 launch announcement using the lead image.
- [] 1 vertical walkthrough or agent-introduction video.
- [] 1 carousel showing the property's visual story.
- [] 3 single-feature posts using detail or lifestyle images.
- [] 1 floor-plan or layout explainer.
- [] 1 open-house announcement and 1 day-of reminder.
- [] 1 behind-the-scenes or seller-preparation tip.

Reusable caption framework

	What makes this property worth stopping for?
	Give the location, property type and one verified detail.
	Explain how the feature improves daily life or ownership.
	Invite the reader to view, save, share, attend or schedule.

Keep it compliant	Confirm every property claim, follow brokerage and MLS rules, obtain needed permissions, and review all marketing for fair-housing compliance before publishing.
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