APEX MEDIA

Client Checklist

Package 2 | Listing Management

Send the items below in one email or shared folder. Your listing link can cover the property details. Skip anything that does not apply.

Client name _____

Property address _____

- [ ] **Listing details**
  Listing link or MLS sheet with the current price and property information.
- [ ] **Property photos**
  Original, high-resolution photos and any favourites you want featured.
- [ ] **Your branding**
  Agent and brokerage logos, plus the name, phone and email to display.
- [ ] **Key selling points**
  Your top 3 features and any important details missing from the listing.
- [ ] **Design preference**
  Signature gold, Coastal, Modern, Warm Neutral, or your own brand colours.
- [ ] **Open house if planned**
  Date, time and host contact information.
- [ ] **Posting plan**
  Launch date, campaign duration, preferred posting frequency and time zone.
- [ ] **Approval**
  Who approves the content, and confirmation we may use the supplied materials.
- [ ] **Social profiles**
  Links to your Facebook Page and Instagram profile.
- [ ] **Account access**
  The administrator who can grant publishing access. Please do not send passwords.
- [ ] **Extra media if available**
  Any video, floor plan or virtual tour you want used in the Reel or feature sheet.
- [ ] **Enquiry contact**
  Who receives enquiries and which comments you would like us to answer.

Notes or file link _____

Includes everything in Package 1, plus posting, scheduling and engagement monitoring.