

LUXURY LISTING LAUNCH CHECKLIST

By Coach Peter Nicado

The essential steps every agent needs to launch, market, and sell luxury listings for top dollar.

1. Pre-Listing Preparation

- ☐ Research recent high-end comps and market trends in the area
 - ☐ Identify unique features and lifestyle benefits of the home
 - ☐ Determine seller's goals and timeline
 - ☐ Schedule professional luxury-grade photography and videography
 - ☐ Order drone footage and 3D virtual tour (Matterport recommended)
 - ☐ Hire a professional stager (or luxury design consultant)
 - ☐ Collect all property documentation (title, permits, upgrades, HOA details, etc.)
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2. Positioning the Property for the Luxury Market

- ☐ Craft a compelling listing narrative focused on lifestyle and exclusivity
 - ☐ Name the property (if applicable – estates often benefit from branding)
 - ☐ Create a tailored property brochure with high-end design
 - ☐ Develop a feature sheet highlighting premium finishes and amenities
 - ☐ Define the ideal buyer persona(s) for targeted marketing
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3. Digital & Print Marketing Assets

- ☐ Property website or landing page with custom domain
- ☐ Social media teaser campaign (Instagram, Facebook, LinkedIn)
- ☐ Video walkthrough and lifestyle video
- ☐ Google Business Profile post and blog article about the home
- ☐ Luxury listing syndication (WSJ, Mansion Global, James Edition, etc.)
- ☐ Print materials: high-gloss flyers, postcards, and magazine ad design



4. Launch & Promotion Strategy

- ☐ Host an exclusive VIP agent preview or luxury broker open house
- ☐ Schedule social media content for the next 2–4 weeks
- ☐ Email blast to luxury buyers and top agents in your database
- ☐ Retargeting ad campaign (Facebook, Instagram, Google Display)
- ☐ Press release or local media feature (if the property is notable)

5. Seller Communication & Follow-Up

- ☐ Weekly updates to the seller with showing feedback and metrics
- ☐ Adjust marketing strategy based on engagement or buyer feedback
- ☐ Prepare for strategic negotiations with affluent buyers
- ☐ Be ready with comps and value justification for appraisals

Bonus Tip from Coach Peter:

“Luxury buyers aren’t just purchasing a home—they’re buying status, lifestyle, and emotion. Your marketing must make them feel like they’re stepping

EARN YOUR LUXURY DESIGNATIONS



LUXE GLOBAL