



Real Estate. Portraits. Events.

THE GRESS PHOTOGRAPHY™

LISTING MARKETING REPORT CARD

How ready is your listing to compete online?

Evaluate your marketing *before* your listing goes live.

MARKETING SCORE AT A GLANCE

Photography	
Video	
Drone Photography	
Floor Plans & 3D Tour	
Marketing Kit	
Online Promotion	
Seller Experience	

OVERALL GRADE

MARKETING SCORE

/100



LISTING LAUNCH READY!

Great job! Your listing is well-positioned for a successful launch.

PROPERTY ADDRESS: _____

AGENT: _____

DATE: _____

MLS #: _____

CATEGORY

WEIGHT
(POINTS)

GRADE
(A-F)

POINTS EARNED
(EARN UP TO)



PHOTOGRAPHY

High-quality images create the first impression.

20

/20



VIDEO

Video builds emotion and tells the story.

15

/15



DRONE PHOTOGRAPHY

Aerial perspectives show the full picture.

10

/10



FLOOR PLANS & 3D TOUR

Buyers want details and confidence.

15

/15



MARKETING KIT

Ready-to-use materials save time and market more.

20

/20



ONLINE PROMOTION

Maximum exposure across the right channels.

10

/10



SELLER EXPERIENCE

Communication and value build trust and referrals.

10

/10

TOTAL POSSIBLE SCORE

100

/100

DETAILS & CHECKLIST



PHOTOGRAPHY

- | | |
|---|---|
| ☐ Strong cover image selected | ☐ Detail shots included |
| ☐ Bright, professional HDR photography | ☐ Exterior photographed at the best time |
| ☐ Natural light optimized | ☐ Vertical lines corrected |



VIDEO

- | | |
|--|--|
| ☐ Cinematic video | ☐ Uploaded to YouTube |
| ☐ Vertical reel | ☐ Embedded on website |



DRONE PHOTOGRAPHY

- | | |
|---|---|
| ☐ Exterior aerials | ☐ Neighborhood context |
| ☐ Property boundaries (if appropriate) | ☐ Lifestyle / surroundings |



FLOOR PLANS & 3D TOUR

- | | |
|---|--|
| ☐ Floor plan included | ☐ Room dimensions |
| ☐ iGuide or Zillow 3D Tour | ☐ Square footage verified |



MARKETING KIT

- | | |
|---|---|
| ☐ Property website | ☐ Email-ready images |
| ☐ Social media graphics | ☐ QR code |
| ☐ Printable flyer / brochure | ☐ Marketing kit downloaded |



ONLINE PROMOTION

- | | |
|---|---|
| ☐ MLS listing complete | ☐ Facebook / Instagram |
| ☐ Zillow | ☐ Email campaign |
| ☐ Realtor.com | ☐ LinkedIn |



SELLER EXPERIENCE

- | | |
|--|--|
| ☐ Seller informed of timeline | ☐ Property website shared |
| ☐ Marketing plan explained | ☐ Social media links shared |

MARKETING GRADE GUIDE



90 - 100 LISTING LAUNCH READY

Outstanding! You've created a complete marketing experience that positions your listing for success.



80 - 89 STRONG MARKETING PLAN

Excellent foundation. A few enhancements could increase buyer engagement and results.



70 - 79 GOOD FOUNDATION

Good start! Consider adding additional media and promotion to strengthen your launch.



BELOW 70 OPPORTUNITY TO IMPROVE

Before adjusting the price, evaluate your marketing. More exposure creates more opportunities.

MARKETING RECOMMENDATIONS

High-impact add-ons to boost your listing and your results.

- ☐ **Drone Photography** – Show the property from above
- ☐ **Cinematic Video** – Tell the story and create emotion
- ☐ **Virtual Twilight** – Make your listing stand out online
- ☐ **Floor Plan** – Give buyers the details they want
- ☐ **iGuide 3D Tour** – Allow buyers to explore online
- ☐ **AI Video** – Fast, affordable way to add video
- ☐ **Property Website** – The hub for all your listing content
- ☐ **Refresh Listing Photos** – Update for a stronger first impression

“

Buyers form opinions within seconds of viewing your listing online. A strong marketing strategy creates more opportunities to capture attention, generate showings, and build confidence before they ever walk through the front door.

”

Guided by experience. Driven by story.



GRESS PHOTOGRAPHY

Real Estate Media That Helps You Win More Listings.



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