Checklist to *Upgrade* to Realtypath

Data from Your Previous Company

- ☐ Calendars
- ☐ Contacts
- ☐ Spreadsheets
- ☐ Client Lists
- ☐ Referral Lists

Order New Collateral Materials

- ☐ Business Cards
- ☐ Personal Brochures
- ☐ Yard Sign Panels
- ☐ Info Line Riders
- ☐ Name Tags

Update your Marketing Platforms

- ☐ Voicemail
- ☐ eMail Signature
- ☐ Personal Website
- ☐ CRM/Database (iXactContact, KVCore, Realty Juggler. etc)
- ☐ Newsletter Templates
- ☐ Landing Page Programs
- ☐ TourFactory.com (or other virtual tour)

Update your Marketing Materials

- ☐ Pre-listing Kit
- ☐ Listing Presentation
- ☐ Buyer Presentation
- ☐ Buyer Packet
- ☐ Open House Material
- ☐ CMA/Report Covers
- ☐ Flyers for Transferring Listings

Update your Social Media Profiles

- ☐ Facebook
- ☐ Instagram
- ☐ Google Business
- ☐ Twitter
- ☐ Pinterest
- ☐ LinkedIn
- ☐ Youtube Channel
- ☐ Alignable
- ☐ Nextdoor

Update your Directories

- ☐ Realtor.com
- ☐ Zillow.com
- ☐ ActiveRain
- ☐ KSL.com
- ☐ Homes.com
- ☐ CraigsList.org
- ☐ The MLS
- ☐ Yelp.com
- ☐ Yellow Pages

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THE WAY HOME