

The 7-Day Listing Launch Playbook

How Top Omaha Agents Build Buzz Before Day 1

By the time your listing hits MLS, the window to build anticipation is already closed.

The agents who consistently get strong showing activity in the first 48 hours aren't lucky. They built momentum before the listing ever went live. This playbook gives you a day-by-day system to do the same.

High-priority listings: Run the full playbook. **Standard listings:** Days 0, 1, and 3 at minimum.

DAY —3

Your Sphere Email

This is the most underused tool in real estate marketing. Your sphere — past clients, professional contacts, friends — already trusts you. A personal message from you carries more weight than any social post or MLS algorithm.

Three days before your shoot, send a personal email or text to 10–20 people who might know someone looking in this area or price range. Not a blast. Personal.

EMAIL TEMPLATE

Subject: Heads up before it hits the market

Hey [Name],

I have a listing coming up in [neighborhood] I wanted to give you a heads up on before it goes live — [1–2 sentence description].

It'll be live [date]. If you know anyone looking in that area, I'd love to connect them before the open market sees it.

[Your name]

The "before the open market" framing matters. People respond to exclusivity. You'll be surprised how often this surfaces a buyer you didn't know was looking.

DAY —1

Write Your Launch Caption Now

Don't try to write copy after the shoot when you're tired and busy. Do it the night before.

What works: Lead with the one detail that makes this property specific and memorable. Not the number of bedrooms — the thing that actually makes someone stop scrolling.

"This kitchen was worth the whole listing price alone."

"The lot backs to a greenbelt. You won't find that at this price point anywhere in [neighborhood]."

"Every surface in this house was updated in the last two years."

One specific detail outperforms a list of features every time. End with a clear next step — "Link in bio for full gallery" or "DM me to schedule a showing." Write it now. You'll post it tomorrow.

DAY 0

Shoot Day — 10 Minutes Most Agents Skip

You're already at the property. Your phone is in your pocket. This is the most overlooked content opportunity in real estate.

What to capture before you leave:

- A 30–60 second walkthrough on your phone. Walk through the best rooms at a normal pace. No talking required. This becomes a Reel or Story and consistently outperforms polished listing photos on engagement because it feels real.

- One or two detail shots — the view from the back porch, the fireplace, whatever makes this house specific. These are your teaser posts before professional photos arrive.

Post one Story while you're still there. A phone photo with text overlay: "Shooting this one today in [neighborhood] — stay tuned." Takes 60 seconds. Tells the algorithm something is coming.

DAY 1

Your Launch Window

The first few hours after a listing goes live determines its reach. High early engagement signals the algorithm to show your content to more people. Low early engagement and it disappears.

Before you post anything on social, check your MLS photo order.

Photo order matters more than most agents realize. Don't lead with the front exterior — lead with the room or feature that makes this property worth clicking. Buyers decide in the first two photos whether they want to keep scrolling.

Your launch post:

Use the caption you wrote on Day -1. If you have a walkthrough video, post it as a Reel — video consistently gets more reach than static images on Instagram right now. If you only have photos, a carousel of your 5–6 best shots gives people a reason to swipe.

The part agents skip:

Set aside 20–30 minutes to respond to every comment and DM in the first hour. This isn't just good customer service — it's algorithm strategy. Comments and replies in the first hour signal that your content is generating real conversation, which expands your reach organically.

DAY 2

The Detail Post

Buyers rarely make decisions in one scroll. They need to see a property multiple times before it registers. Day 2 keeps the listing alive in feeds without repeating yourself.

Pick the one feature that photos can't fully capture — the layout, the neighborhood positioning, the lot, the renovation quality — and write about that.

A Story poll works well here: "Would you tour a house based on photos alone, or do you need to see it in person?" Polls drive engagement and keep your listing circulating in the algorithm with almost no effort.

DAY 3

Reach Outside Your Followers

Your Instagram followers already know you. Day 3 is about reaching people who don't.

NextDoor is the most underused platform in real estate. It's hyper-local, has a highly engaged audience, and far less competition than Facebook or Instagram. A straightforward post — "Just listed a home in [neighborhood]" with your best photo — regularly surfaces buyers that MLS never would have reached.

Neighborhood Facebook groups can work but require caution. Many groups prohibit real estate listings and agents have been removed for posting them. Read the group rules and consider messaging the admin first. A post that feels like a neighbor sharing news gets engagement. A post that feels like an ad gets ignored or removed.

DAY 5 — IF HOLDING AN OPEN HOUSE

Open House Promotion

Skip this step if you're not holding an open house. If you are — promote Thursday or Friday, not the morning of.

The one thing that makes an open house post actually drive attendance: give people a reason to come in person instead of just viewing photos online. "The backyard has to be seen in person — photos don't do it justice" is more compelling than an address and a time.

The evening before, post a Story reminder: "Tomorrow. [Address]. [Time]. Come see it." It catches people who missed your earlier posts and takes 90 seconds.

DAY 7

Create Urgency or Change the Angle

By Day 7 you have data. You know how much engagement the listing got and where the interest is coming from.

If activity is strong: Post an update. "We've had [X] showings in the first week — activity on this one has been strong. Accepting offers through [date]." Real numbers create urgency.

If activity is slower: Don't go quiet. Silence after a week tells buyers the listing is stale. A new angle — highlighting a different feature, targeting a different audience, or announcing a price adjustment — resets the clock.

After it sells: A SOLD post with a short story about how it came together consistently generates the next listing inquiry. Don't skip it.

The One-Page Summary

DAY	ACTION	TIME
—3	Personal sphere email/text	20 min
—1	Write your launch caption	15 min
0	Capture BTS content, post one Story	10 min
1	MLS photo order, launch post, engage comments	30 min
2	Detail post or Story poll	15 min
3	NextDoor post, Facebook groups (check rules first)	10 min
5	Open house promotion	10 min
7	Urgency update or new angle	10 min
	Total	~2 hours

Questions about media for your listings?

Revival Studios handles photography, drone, 3D tours, and walkthrough video for Omaha real estate agents. Book at discover.revivalstudios.co or text us at (402) 807-2004.