

FOR ARIZONA LISTING AGENTS

The Listing Launch Playbook

How to get every listing in front of more buyers in its first seven days.
And quietly win the next listing while you do it.

The 7-day launch plan

Fill-in scripts + captions

The sizing cheat sheet

Every stat sourced

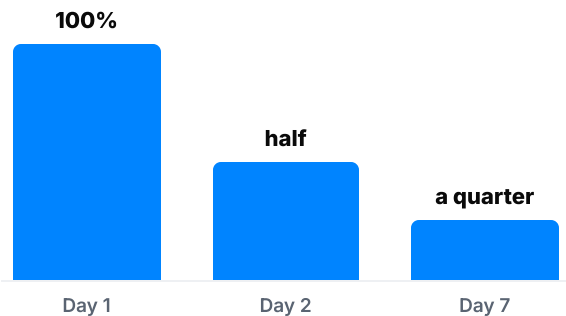


WHY TIMING BEATS BUDGET

The first week decides everything

Buyers do not trickle in. Redfin measured pageviews across 1.2 million listings: a listing gets **half** as many views on day two as on day one, and a **quarter** by the end of the first week. A brand-new listing pulls **3.4 times** the views of one that just cut its price.

THE ATTENTION CURVE



A price cut buys one day: a listing averaging 17 views a day jumped to 29 the day the cut posted, then fell back to 18. The launch is free and buys the whole week.

Redfin pageview analysis, 1.2 million listings, 2019

SAVES PER DAY IN WEEK ONE

Saves / Day	To Pending	Of List Price
Under 1	41 days	95%
2 to 3	15 days	98%
5 to 10	6 days	100%
Over 50	3 days	110%

Zillow's own shorthand: five is the magic number for daily saves.

Saves are a symptom of demand, not a cause of the sale. That is exactly what makes them worth watching in week one.

Zillow Research, March 2025. First-week averages.

2.6x

as likely to sell above list when a home goes pending in week one: 44% vs 17%

Zillow, April 2026

52%

of buyers first saw the home they bought on the internet, ahead of every other source

NAR 2025 Profile

70%

of buyers shopped on a phone, so every asset gets judged at thumbnail size first

NAR 2025 Profile

The takeaway: the marketing plan has to exist before the listing goes live, not get assembled during week one. Media in hand, captions drafted, posts scheduled. Everything fires at once on day one, and the rest of this guide is that plan.

EVERY ASSET HAS ONE JOB

Know your arsenal

One shoot hands you six different tools. Use each one where it wins instead of posting the same photo six ways.

 Photos

The workhorse. The hero shot decides the click; the interior set decides the save. No research says which photo should lead, so pick your hero at thumbnail size, next to the competition.

Wins: the listing page, carousels, everything else on this list

 Vertical video

Distribution. Photos wait to be found by someone already searching; a vertical clip gets pushed to people who were not looking. Buyers using video sites hit 52%, up from 37% in a single year.

Wins: Reels, TikTok, Shorts, and the algorithmic reach they bring

 Aerials

Context. The lot, the orientation, what backs the property, how close the school really is. The strongest single frame for a coming-soon tease because it intrigues without giving the address away.

Wins: hooks, teasers, acreage and view lots

 3D tour

The serious-buyer filter. Out-of-state and relocation buyers walk it at midnight, then show up already sold on the layout. Fewer showings, better ones.

Wins: the listing page, DM follow-ups, long-distance buyers

 Floor plans

The layout answer. 57% of buyers rate floor plans very useful, and 86% are likelier to view a home whose floor plan they like. The most underused slide two of any carousel.

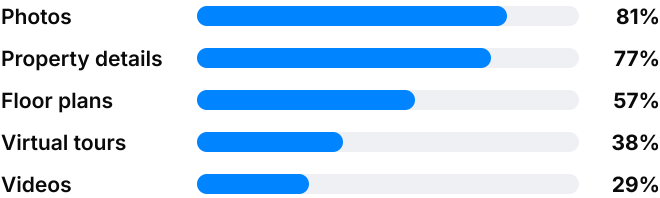
Wins: carousels, the listing page, "does my furniture fit" DMs

 Community photos

The neighborhood sell, and the content most agents forget. The pool, the park, the trail, the coffee place. Buyers purchase the life around the house as much as the house.

Wins: day-5 posts, relocation buyers, listing presentations

WHAT BUYERS RATE "VERY USEFUL" ON LISTING SITES



NAR 2026 Generational Trends, selected features, n = 6,103

THE SUPPLY GAP IS YOUR OPENING

Half of buyers now use video in their search. But only 23% of sellers say their agent used social networks, 20% virtual tours, and 5% video sites.

The reach is sitting there unclaimed. Be the one agent in twenty who takes it.

NAR 2025 Profile of Home Buyers and Sellers

THE CENTERPIECE

The seven-day launch plan

Everything below comes from one shoot. Times assume a Thursday go-live: Redfin found a small Thursday edge on sale price, and it tees up the first weekend of showings.

T-3

Tease it: coming soon

One twilight or aerial, no address needed. Story poll: "Want the first look?" First email to your sphere.

DAY 0

Launch everything at once

Full gallery live, walkthrough Reel, five-photo hero carousel, story series, Google Business post, sphere email. All the same morning, while the listing has its 3.4x new-listing pull.

DAY 1

Feature Reel, plus a small boost

Three features in 15 seconds. Put \$5 to \$10 behind the just-listed post while it is still new.

D2 + 3

Open house weekend

Countdown stickers Friday night, live stories from the house, recap after. Facebook event plus the local groups.

DAY 4

Floor plan + 3D tour push

"Walk it from your couch." The floor plan is the natural slide two of the carousel. Monday seller report goes out today too (page 09).

DAY 5

The neighborhood post

Community photos: the park, the pool, the coffee place. Sell the life around the house, not just the house.

DAY 6

The saves check

Under 2 saves a day? Swap the hero photo and re-push the best Reel before you touch anything else.

DAY 7

Recap, then plan week two

"Weekend showings booked." Second sphere email. Week two: repeat only what performed, and nothing that did not.

PHOENIX LAUNCH RULES

Coming Soon lasts 30 days, flips to Active on its own, and never renews. That window is your whole media runway (ARMLS 8.25).

One front exterior photo must be filed within 4 days. It does not have to stay your hero photo, unless it is your only photo (8.24).

Full photo rules do not apply while in Coming Soon, which is what makes shoot-then-launch legal here (8.25(c)).

Days on market cannot be reset. The withdraw-and-relist trick is not a grey area in Phoenix (8.5, 8.8).

Tucson runs on different rules: check current MLSSAZ policy before teasing.

ARMLS Rules and Regulations, updated May 2026

Book with margin. A shoot on the morning of go-live removes every chance to fix anything. Media is back within 5 hours of the end of the shoot, so a shoot the day before still leaves the evening to draft captions and schedule everything.

THE CHANNEL MAP

Where to post what

Agents now rank social media their number one source of quality leads, at 39%, ahead of their CRM and everything else. Sellers shortlist there too: 36% found their agent online in 2025, more than double the 2018 share.

NAR 2025 Technology Survey · Zillow 2025 Consumer Housing Trends · platform stats: Hootsuite + BrightLocal 2025

- 
Instagram [HOME BASE](#)
 Reels for reach, carousels for depth: real estate carousels average 4.1% engagement, the best of any format. Stories for urgency: polls, countdowns, DM prompts.
- 
Facebook [YOUR SPHERE](#)
 Feed post, local buy-and-sell groups, an event for every open house. A small boost goes far, and housing ads limit targeting anyway, so boost for reach, not precision.
- 
TikTok [THE ACCELERANT](#)
 Lifestyle and neighborhood angles beat spec sheets here. One in five consumers already use it to check out local businesses, and the same clip you cut for Reels posts natively.
- 
YouTube [THE ARCHIVE](#)
 The full walkthrough's permanent home, plus Shorts now run up to 3 minutes. Need an unbranded version for your listing link? Upload a second clean cut.
- 
LinkedIn [THE REFERRAL LANE](#)
 Just-solds and market takes. Referral partners, relocation buyers and corporate movers see you here before anywhere else.
- 
Google Business Profile [THE SLEEPER](#)
 Post every listing and every just-sold. People vet a local business across half a dozen platforms, and Google is the hub they all route through.
- 
Email [THE CHANNEL YOU OWN](#)
 Announce, invite, recap: three sends per listing to your sphere. Highest intent per send of anything on this page, and no algorithm in the way.

A CADENCE THAT SURVIVES

About 3 Reels and 4 feed posts a week is the average Hootsuite measured for real estate brands. But once a week for six months beats five times a week for one month. Pick the pace you will still be keeping in March.

EVERY POST IS A LISTING PRESENTATION

44% of buyers say they are likelier to hire an agent who is active on social media. Among millennials it is 51%. Your listing content is your portfolio whether you treat it that way or not.

Zillow 2025 Consumer Housing Trends for Agents

SHORT-FORM RULES

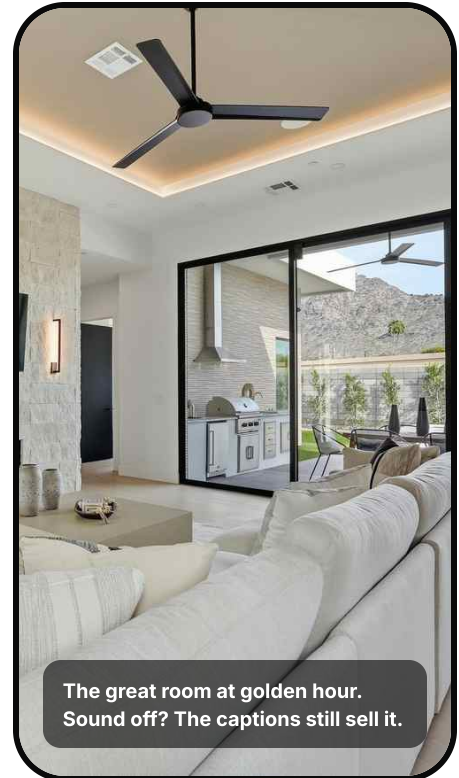
Video that stops the scroll

Half of buyers used a video site in their last search, up from 37% the year before. Five percent of sellers say their agent made one. That gap is the whole opportunity.

NAR 2025 Profile of Home Buyers and Sellers

- 1 Hook inside three seconds.** Open on the best shot: the twilight pool, the view, the wow feature. Never a logo intro. Watch time is the ranking signal, and it is won or lost immediately.
- 2 Vertical. 9:16. Always.** Shoot and cut for the phone. Never letterbox a horizontal walkthrough into a Reel; cut a native vertical version instead.
- 3 Captions on everything.** Half of Americans watch with subtitles on by default, and 7 in 10 Gen Z. Assume sound off and let the text carry the pitch.
- 4 15 to 45 seconds for teasers.** The full walkthrough belongs on YouTube and the listing page. Short clips are ads for the long one.
- 5 Pick the cover frame on purpose.** It is your thumbnail on the grid and in search. Same rule as the hero photo: judge it at phone size.
- 6 Make it sendable.** Instagram ranks Reels on watch time and DM sends, and sends are the door to non-followers. End with "send this to..." instead of "link in bio."

One video, three cuts: a 15-second hook, a 30-second teaser, and a 60-second mini-tour, all from the same vertical footage. Three posts, one asset, zero extra shooting.



Vertical social cuts come standard with every ListerPros walkthrough video.

TEN HOOKS THAT WORK

"This backyard is why the address does not matter."
 "Under \$500,000 in Gilbert. Yes, still."
 "The kitchen everyone will stand in."
 "POV: your Saturday morning starts like this."
 "Nobody is talking about this neighborhood. Good."

"Stop scrolling if you need a casita."
 "The view from the primary suite says it all."
 "What \$650,000 gets you in Tucson right now."
 "Three things you will not believe this house has."
 "Open Saturday. Bring your buyer."

COPY, PASTE, FILL IN

Scripts and captions

The blank caption box kills more posts than any algorithm. Fill in the brackets and go.

THE 30-SECOND TEASER SCRIPT

0-3s	Best exterior or backyard clip. On-screen text: "\$565,000 in [Chandler]".
3-10s	Three fast interior clips: kitchen, great room, primary. One feature label on each.
10-20s	The one thing nearby listings do not have: [the casita, the view, the RV gate].
20-27s	You, on camera or voiceover: "Open [Saturday 11 to 2]. DM me the word [SATURDAY] for the address."
27-30s	End card: address tease, your name, your brokerage. Hold it long enough to screenshot.

Camera-shy? A clean cut with captions and no voiceover performs fine. Ship the version you will actually make.

HASHTAGS, HONESTLY

Hashtags will not save a post: Instagram's own leadership says they do not meaningfully add reach. Use 3 to 5 genuinely local tags at most, write the neighborhood into the caption in plain words, and geotag every post. Search reads captions now, not tag walls.

THE CAPTION FORMULA

Hook

Local detail

The specs

One CTA

COMING SOON

Something is coming to [neighborhood]. The [backyard] is the headline, and that is all I can say for now. Want the first look before it goes live? Comment FIRST and I will DM you.

JUST LISTED

Just listed in [neighborhood]: [4] bed, [3] bath, [2,750] square feet, [\$725,000]. [One line on the best feature.] Open [Saturday 11 to 2], or DM me for a private tour.

OPEN HOUSE

Open [Saturday 11 to 2] at [address]. Come see [the feature] in person, the coffee is on us. Send this to your open-house buddy.

NEIGHBORHOOD

[5] minutes from [the lake, the trailhead, the good tacos]. Living in [neighborhood] looks like this. The house that goes with it is in the previous post.

JUST SOLD

[Neighborhood] update: this one is officially home for its new owners. [One line on what worked: the launch week, the twilight hero, the open house crowd.] Thinking about your own move? My DMs are open.

THE REPURPOSING MAP

One shoot, fifteen posts

1 SHOOT · 1 LISTING · 15 PIECES

You are not creating content for a week. You are cutting one visit fifteen ways. Draft every caption in one sitting the day media lands, which is the same day as the shoot.

ONE VISIT DELIVERS



The photo set



Vertical video



Aerials



3D tour



Floor plan



Community set

Back within 5 hours of the end of the shoot, so launch day is never waiting on media.

TEASE · 2

Twilight teaser post

Countdown story

LAUNCH DAY · 4

Hero carousel

Walkthrough Reel

Story series

Google Business post

WEEK ONE · 6

15s feature Reel

Room carousel

Floor plan post

Neighborhood post

Open house event

Open house recap

THE RESULT · 3

Just sold post

"What we did" Reel

Client review card



The result posts matter most: they are the proof sellers see when they scroll your profile before ever calling you. The just-sold is next listing's presentation.

The math on consistency: two listings a month on this system is 30 pieces of content without inventing a single idea. That is a full-time content calendar, produced by the listings you already have.

THE LISTING-WINNING HABIT

Steal this: the Monday seller report

Three lines, sent every Monday before the seller calls you. It turns the price conversation into a data conversation, and it wins referrals while it does it.

From: You · To: Your seller · Monday, 8:05 AM

Monday update, week 2

1. 118 views a day this week, 4 saves a day. Last week: 165 and 3.
2. Zillow's fast-lane benchmark is 5 saves a day. We are just under it.
3. This week: the twilight hero goes up tonight, and the Reel gets a second push Thursday. If we are still under 5 next Monday, we talk price with the data in front of us.

Line one: your numbers. Line two: someone else's benchmark. Line three: one action.

WHY IT WORKS

- Marketing sits at the top of what sellers say they want from an agent, and most only ever talk to one: **80% contacted a single agent** before hiring. The report is you being that agent, visibly.
- The benchmark is Zillow's, not yours. You are never the one saying the number is low, and the price conversation starts on your terms because you sent it first.
- Sellers show it to their friends. **66% of sellers hire an agent who was referred or used before.** No other agent they know sends one of these.

NAR 2025 Profile of Home Buyers and Sellers

Where the numbers live: views and saves are on the listing's own analytics on the big portals. Sixty seconds every Monday morning, and this guide's launch plan is what moves them.

HOW TO READ WEEK ONE: VIEWS MEASURE THE CARD, SAVES MEASURE THE HOME

High views, low saves

The card works, the home does not land. This is the one pattern where media is genuinely the fix, and it is almost always the interior set, not the hero.

Low views, good saves

The people who see it, like it. Check the hero photo, and check the price band: sitting just above a round-number search cutoff hides you from every search capped at that number.

Low views, low saves

It is price. Almost always price. We are a media company telling you that, because a re-shoot will not fix a number.

High views, high saves, no offers

Not a marketing problem. Go stand in the house and find what the photos cannot show: the road noise, the smell, the neighbor's project car.

PIN THIS PAGE

The sizing cheat sheet

Right sizes first, then the rule that changed in 2026.

PLACEMENT	RATIO	PIXELS	NOTES
Instagram + Facebook feed	4:5	1080 × 1350	Tallest post the feed allows. Keep the subject centered for grid crops.
Reels · Stories · TikTok · Shorts	9:16	1080 × 1920	Keep text out of the top and bottom ~250 px; platform UI covers it.
Instagram carousel	4:5	1080 × 1350	Up to 20 slides. The floor plan is the strongest slide two.
LinkedIn feed	1:1	1080 × 1080	Link-preview images render 1.91:1 (1200 × 627).
YouTube	16:9	1920 × 1080	Shorts are 9:16 and can now run up to 3 minutes.
Google Business Profile	4:3	1200 × 900	Post every listing and every just-sold here.
Email header	2:1	1200 × 600	Compress it; a slow-loading header loses the open on mobile.
Listing portals	3:2 · 4:3	2048+ long side	Landscape JPEG. No branding or watermarks on listing photos.

Video exports: MP4 (H.264), 1080p is plenty for social. Cut vertical natively from vertical footage; a letterboxed horizontal clip reads as a rerun.

THE 2026 RULE CHECK: ALTERED PHOTOS

Digitally altered listing media (virtual staging, day-to-dusk, object removal) now carries disclosure duties. In the Phoenix MLS system (ARMLS), altered photos must carry the system watermark and be paired with the original, and \$200 fines begin December 2026. Brightness, color, crop and sharpening are fine. Blurring a yard sign needs no disclosure; cloning it out does.

Every ListerPros edit ships with its compliant original pair. When in doubt, disclose.

PRINT IT, PIN IT, RUN IT

The launch checklist

- ☐ Media booked the day the listing agreement is signed, with margin before go-live
- ☐ Hero photo chosen at thumbnail size, next to the competition
- ☐ Captions for the full first week drafted in one sitting on delivery day
- ☐ Thursday go-live: gallery, Reel, carousel, stories, Google Business post, email, same morning
- ☐ Open house event live with countdown stickers, then a recap after
- ☐ Seller prepped: lights on, fans off, cars off the street, pool cleaner run the night before and out of the water
- ☐ Photo order rebuilt: front, best living space, kitchen, primary, best outdoor. Closets last
- ☐ Coming-soon tease posted, inside your MLS's rules for it
- ☐ \$5 to \$10 boost on the just-listed post while it is new
- ☐ Monday seller report sent, saves checked, week two planned from what performed



ListerPros

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

Every stat in this guide is sourced: NAR, Zillow and Redfin research plus the other sources named where they appear, 2019 to 2026. Sources on request. © 2026 ListerPros · Mesa, AZ

Book your next launch
listerpros.com

(480) 582-7767

@listerpros on Instagram, Facebook and TikTok