

Seller media plan template

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Open the conversation

- Ask the seller: what should a buyer understand about living here? What questions do people ask when they visit? What should remain private?
- Confirm the property facts you can use. Identify anything that needs a source: dimensions, upgrades, access, amenities and boundaries.

Map the plan on one page

- Preparation: who handles each room, personal items, pets, access and lighting? Set a completion date before the shoot.
- Coverage: choose ground photos, aerial context, floor plan and video based on what the property needs to explain. Name the purpose of each deliverable.
- Delivery: agree on the file types, branded and unbranded versions, review date, revision contact and launch date.
- Distribution: list the actual destinations: MLS, property page, email, social and seller updates. Assign one owner to each upload.

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Make the review concrete

- Open the media on a laptop with the seller or agent. Check the hero photo, room order, captions, property facts and links together.
- Confirm the next action for an interested buyer. Check that the inquiry goes to a working inbox or CRM with a named person responsible.
- Book the next checkpoint before leaving the conversation. A delivered folder is a handoff, not the end of the plan.

Copy this meeting follow-up

- Here is the media plan we discussed for [property]. The main feature we are making clear is [verified feature]. [Person] will finish preparation by [date]. Media review is [date/time], and launch is [date]. Please flag corrections to the facts or access details before [deadline]. Our next check-in is [date/time].
- Planning fields: property; seller contact; media lead; preparation owner; shoot date; weather backup; review date; distribution owner; next check-in.