

Master Listing Marketing with Business Builder

In this class, we shared the best tools, tips, and strategies to get maximum exposure for your listings. Whether you're trying to get a listing sold or attract more buyers, you've got easy and effective property marketing tools in Business Builder. You don't have to be a listing agent to take advantage of the powerful property marketing tools in your system!

1 Add Your MLS ID's

Your system is connected to CENTURY 21 listings, but it's a good idea to add your agent and office MLS ID's, so you can take advantage of your property marketing tools. [Learn how](#)

2 Add a Custom Property

If you don't have any listings, or have a sold listing or pocket listing, you can add a custom property to promote. Once you add a custom property, you can leverage system tools to promote it. [Learn how](#)

3 Market Listings

You have a variety of property marketing tools in your Business Builder system. Once you have your MLS ID's added to your system (or you've added a custom property), take advantage of these quick and easy listing marketing options:

1. [Feature Listings on Your Website](#): Choose which properties display on your home page.
2. [Include Listings in Your Emails](#): Select listings to appear in the footer of your emails.
3. [Property Sharing Options](#): Quick social and email sharing options for your listing.

4 Create Listing Integrated Marketing

One of the biggest time savers in your system is listing enabled marketing designs! These designs allow you to quickly create property marketing materials for print and email. [Learn how](#)

5 Send MLS Listings to Contacts

Perhaps the simplest way to promote listings is to send them to contacts in your system. Sending listings is easy, and a great way to engage with relevant content. [Learn how](#)



Missed a class? You can watch (or re-watch) all of the CENTURY 21 Business Builder Bootcamp class recordings.

▶ [Watch the Recordings](#)