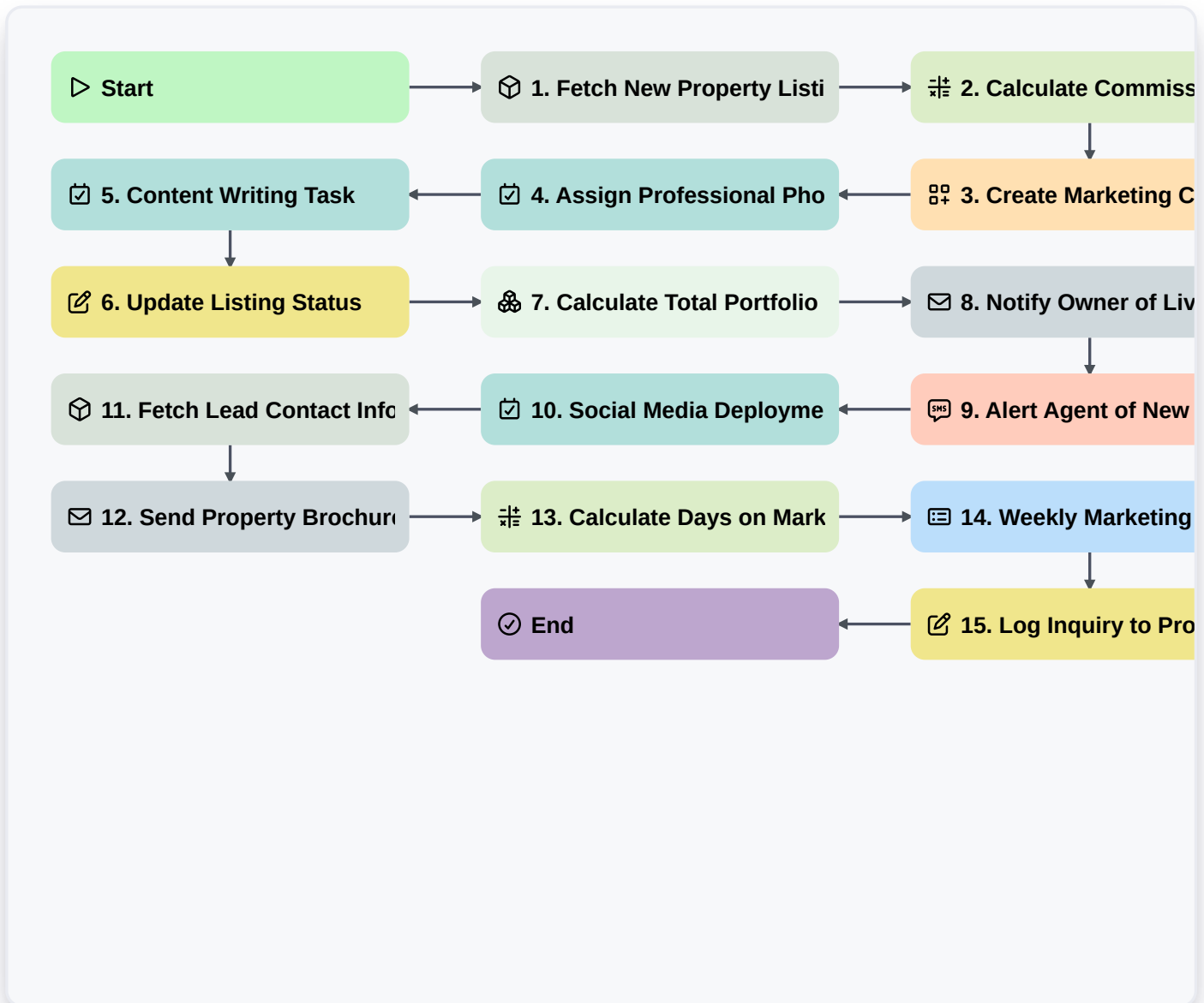


Property Listing And Marketing Automation



Start

Start of the Workflow/Process.

1. Fetch New Property Listing

Retrieve the details of the newly submitted property entry from the Property Data Model.

2. Calculate Commission Split

Calculate the agent's commission percentage based on the property price and fixed fee variables.

3. Create Marketing Campaign Entry

Create a new entry in the Marketing Campaigns data model linked to the specific property.

4. Assign Professional Photography

Create a task for the Operations Team to schedule a photographer for the property.

5. Content Writing Task

Create a task for the Copywriter to draft the property description and ad copy.

6. Update Listing Status

Update the property entry status to 'Active/Marketing' once photography is complete.



7. Calculate Total Portfolio Value

Sum the values of all 'Active' property entries to calculate total inventory value.

8. Notify Owner of Live Listing

Send an automated email to the Property Owner confirming that their listing is now live on the market.

9. Alert Agent of New Lead

Send an SMS to the assigned Real Estate Agent when a potential buyer inquires about the listing.

10. Social Media Deployment

Create a task for the Social Media Manager to post the listing on Facebook, Instagram, and LinkedIn.

11. Fetch Lead Contact Info

Retrieve contact details from the Leads Data Model for interested parties.

12. Send Property Brochure to Lead

Send an automated email containing the property PDF brochure to the interested lead.

13. Calculate Days on Market

Calculate the difference between the 'Listing Date' and 'Current Date'.

14. Weekly Marketing Performance Report

Generate a report summarizing clicks, views, and inquiries for all active property listings.

15. Log Inquiry to Property

Update the Property entry to increment the 'Total Inquiries' counter.

End

End of the Workflow/Process.