Free Resource

New Listing Checklists

Use these free checklists to get listings live and sold faster and easier while wowing clients along the way.









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Get The Listing



Property Address

	Schedule listing appointment with Seller(s)
Name	Research comps, active listings and expired listings and prepare Comparative Market Analysis (CMA)
	Download and review property tax information
Email	Search public record info for lot size and dimensions
Phone	Prepare listing agreement and disclosures
Listing Presentation Appointment	Prepare seller net sheet
	Order preliminary title report
Date Time	
Place	
Notos	
Notes	Present
	Discuss Seller goals, needs, wants and timeline
	Review Comparative Market Analysis
	Review price and seller net sheet
	Discuss personalized marketing plan
	Review and sign listing agreement and disclosures
	Discuss pre-listing homework (cleaning, painting, etc.)
	\square
	Sara Jones Realtor® I DRE #12345678 555.555.5555 myemail@mywebsite.com
	mywebsite.com

Prepare





Prepare to List



Prepare Property and Paperwork **Prepare Marketing** Tour property, note improvements to be made by Seller Note property strengths and write listing description or during virtual staging Design and print brochures, postcards, flyers, etc. Give Seller Let's Sell Your Home handout Design and develop property website/landing page Confirm lot size and floor plan Prepare and schedule social media posts, emails, etc. Schedule real estate photographer or take photos Post "Coming Soon" photo on social media Upon receipt of photos, place virtual staging order Prepare and schedule advertising campaign(s) Order yard sign Plan open house schedule with Seller Get key and alarm instructions Update showing systems to accept appointments and Install lockbox gather feedback Get all necessary disclosures signed Submit listing paperwork to broker Review neighborhood rules and restrictions (sign Check in with Seller to make sure the property is ready placement, parking, etc.) to be listed Confirm showing instructions with Seller Create slideshow video of property photos (use Stuccco) Notes

Expected Listing Date and Time

Date _____

Time



Sara Jones Realtor® | DRE #12345678

555.555.5555 myemail@mywebsite.com mywebsite.com





List & Promote



List	Promote
Input listing in MLS	Schedule and host open house
Put sign in yard	Start, run and track advertising campaigns
Confirm listing syndicated to Zillow, Realtor.com, etc.	Email Buyers list
Add listing to Craigslist	Email Investors list
Publish property website/landing page	Email Agent/Broker list
	Publish social media posts
	Hand deliver and/or mail flyers and invite to open house



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