

Real Estate Listing Checklist Template for Agents

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| To secure your next listing, prepare for your listing appointment, sign a listing agreement, and ready the property for open houses and individual showings. | |
| Prepare for the Listing Appointment  Familiarize yourself with the neighborhood Drive past the property  Prepare a [comparative market analysis](https://fitsmallbusiness.com/comparative-market-analysis/)  Sign a [Listing Agreement](https://fitsmallbusiness.com/what-is-a-listing-agreement/) Confirm Property Information  Input Listing in the [Multiple Listings Service](https://fitsmallbusiness.com/what-is-multiple-listing-service-mls/) | Post Your Sign at the Property Address Necessary Security Issues  Install a lockbox  Obtain security system info  Prepare the Property for Showings  Have the owner clean the home Consider [virtual staging](https://fitsmallbusiness.com/best-virtual-staging-service/) |

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| Once you finalize a listing agreement with the seller, update the MLS, post a “For Sale” sign at the property, and stage the home, start marketing your new listing. | |
| Capture [High-Quality Listing Photos](https://fitsmallbusiness.com/real-estate-photography-tips/)  Hire [Homejab](https://fitsmallbusiness.com/goto/homejab/) for professional photography services  Create a Video of the Property  Film a virtual tour Capture [drone footage](https://fitsmallbusiness.com/real-estate-drone-photography/)  Send video to leads via email using [BombBomb](https://fitsmallbusiness.com/goto/bombbomb-2/)  Claim the Listing Online  Sign up for [Zillow Premier Agent](https://fitsmallbusiness.com/goto/zillow/) [Market your listing](https://fitsmallbusiness.com/zillow-premier-agent-your-listings/) using Zillow  Create a Property-Specific [Landing Page](https://fitsmallbusiness.com/real-estate-landing-pages/)  Draft & Share a [Blog Post](https://fitsmallbusiness.com/real-estate-blog-ideas/) on Your Website Design an [Eye-Catching Brochure](https://fitsmallbusiness.com/real-estate-brochure-templates/)  Join a Real Estate Caravan | Send the Listing to Your Leads  Segment your leads using a CRM like [Real Geeks](https://fitsmallbusiness.com/goto/real-geeks/) Send marketing materials to a targeted audience  Share the Listing on Social Media  Instagram [Facebook Ads](https://fitsmallbusiness.com/facebook-ads-real-estate/)  Post on Craigslist using a posting service Circulate Postcards & Door Hangers  Use a platform like [ProspectsPLUS!](https://fitsmallbusiness.com/goto/prospectsplus/) to design and print marketing materials  Schedule an [Open House](https://fitsmallbusiness.com/open-house-checklist/) Hold Individual Showings |

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| After your marketing strategy pays off and your listing is under contract, take steps to ensure the transaction closes smoothly and without unnecessary delays. | |
| Calculate Deadlines Under Contract Identify Closing Agents  Monitor Status of Title Insurance | Track Appraisal & Inspections Provide the Seller a Moving Checklist  Monitor Status of Closing Documents |