

Real Estate Listing Checklist Template for Agents

|  |
| --- |
|       |
| 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 AppointmentFamiliarize yourself with the neighborhood Drive past the propertyPrepare a [comparative market analysis](https://fitsmallbusiness.com/comparative-market-analysis/)Sign a [Listing Agreement](https://fitsmallbusiness.com/what-is-a-listing-agreement/) Confirm Property InformationInput Listing in the [Multiple Listings Service](https://fitsmallbusiness.com/what-is-multiple-listing-service-mls/) | Post Your Sign at the Property Address Necessary Security IssuesInstall a lockboxObtain security system infoPrepare the Property for ShowingsHave the owner clean the home Consider [virtual staging](https://fitsmallbusiness.com/best-virtual-staging-service/) |

|  |
| --- |
|   |
| 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 servicesCreate a Video of the PropertyFilm 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 OnlineSign up for [Zillow Premier Agent](https://fitsmallbusiness.com/goto/zillow/) [Market your listing](https://fitsmallbusiness.com/zillow-premier-agent-your-listings/) using ZillowCreate 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 LeadsSegment your leads using a CRM like [Real Geeks](https://fitsmallbusiness.com/goto/real-geeks/) Send marketing materials to a targeted audienceShare the Listing on Social MediaInstagram [Facebook Ads](https://fitsmallbusiness.com/facebook-ads-real-estate/)Post on Craigslist using a posting service Circulate Postcards & Door HangersUse a platform like [ProspectsPLUS!](https://fitsmallbusiness.com/goto/prospectsplus/) to design and print marketing materialsSchedule an [Open House](https://fitsmallbusiness.com/open-house-checklist/) Hold Individual Showings |

|  |
| --- |
|   |
| 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 AgentsMonitor Status of Title Insurance | Track Appraisal & Inspections Provide the Seller a Moving ChecklistMonitor Status of Closing Documents |