#  Stage 1: Pre-Listing

## Create and Send a Pre-listing Package That Includes:

* + A personal letter to the seller lead, professional biography, and introduction to your brokerage and/or team
	+ Statistics and numbers based on your/your brokerage’s performance
	+ Marketing and advertising plan
	+ Overview of the sales process
	+ Market trends and specifics to their property
	+ Sample paperwork and additional checklists

## Deliver a Listing Presentation

* + Get to know clients
	+ More in-depth analysis of the sales process specific to their home
	+ Dress to impress
	+ Schedule CMA report

## Supply Comparative Market Analysis (CMA) Report

* + Deliver CMA
	+ Review CMA with clients
	+ Determine list price for home

## Sign Listing Agreement

 **Stage 2: Listing**

* **Marketing**
	+ Prep home
	+ Photos and video
	+ Social media posts
	+ Direct mail
	+ Websites and landing pages
	+ Lawn signs

## Advertising

* + Listing platforms: Local MLS, Zillow, Trulia, Realtor.com
	+ Social media sites: Facebook, Google, Instagram, LinkedIn, and YouTube

## Open Houses and Showings

* + Prep home
	+ Schedule times/dates
	+ Get keys for access
	+ Follow-up with open house attendees

## Negotiations and Contract

* + Present all offers to clients
	+ Regulate negotiation between both parties
	+ Decide on final offer
	+ Execute sales contract

#  Stage 3: Closing

## Calculate and Monitor Deadlines

* + Set dates/reminders in calendar
	+ Check with buyer’s agent that deadlines are completed
	+ Update clients of completed deadline items

## Track Appraisals, Inspections, and Title Insurance

* + Coordinate access for appraisals, inspections, and so on
	+ If applicable, negotiate repairs and re-inspections
	+ Check in with title companies

## Provide the Seller Closing Checklist

* + Assist to schedule cleaning, moving, address change, and so forth
	+ Schedule final walk-through of the property
	+ Gather security codes and all keys for access
	+ Make sure all final payments for sellers are complete

## Monitor Status of Closing Documents

* + Arrange closing date location with sellers
	+ Ensure sellers have all proper documents for closing
	+ All seller documents signed before or during closing
	+ Congratulate clients and ask for referrals

**Listing Checklist for Real Estate Agents**

