# 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**

