

# Listing Checklist for Real Estate Agents

## Stage 1: Prelisting

- Create and Send a Prelisting 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

- Prepare the Home Listing**
  - Declutter
  - Clean
  - Organize closets, cabinets, and drawers
  - Make minor repairs
  - Stage the home
  - Add curb appeal
- 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

