

Listing Checklist for Real Estate Agents

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