

NEW LISTING CHECKLIST

Activity	Due Date	√ When Complete
Seller signature on all listing contracts & disclosures	Prior to MLS entry	
Take pictures	Prior to MLS entry	
Schedule the Virtual Tour	Day of MLS entry	
Get the key, install the lockbox	Day of MLS entry	
Get HOA contact information from seller	Day of MLS entry	
Enter the listing on MLS	Day of MLS entry	
Enter the listing on your contact manager program	Day of MLS entry	
Order 'Just Listed' cards	Day of MLS entry	
Track the expiration date	Day of MLS entry	
Install the For Sale sign	Day of MLS entry	
Showing information to showing desk/showing service	Day of MLS entry	
Create & display 'Special Features' cards in the home	Day of MLS entry	
Send a copy of the MLS listing to the seller	Day of MLS entry	
Deliver copies of all signed documents to seller	1 Day after MLS entry	
Prepare the home brochure	1 Day after MLS entry	
Schedule open house	1 Day after MLS entry	
Call the HOA to verify information	1 st week after MLS entry	
Deliver home brochures to home	When ready	
Solicit feedback, provide to seller	1 st week after MLS entry	(Ongoing)
Load Internet advertising	1 st week after MLS entry	
Email web links to seller	1 st week after MLS entry	
Fluff & Flush 1	7 Days after MLS entry	
First marketing update to seller	7 Days after MLS entry	
Call Seller "Are the showing instructions working for you?"	7 Days after MLS entry	
Fluff & Flush 2	2 nd week after MLS entry	
Call seller "Need more brochures yet?"	2 nd week after MLS entry	
Fluff & Flush 3 (continue every week)	3 rd week after MLS entry	
Call seller "Need more brochures yet?"	3 rd week after MLS entry	
Second market update to seller	3 rd week after MLS entry	
Prepare & schedule 6 week CMA meeting/3rd market update	6 th week after MLS entry	
Pick up brochure box	6 th week after MLS entry	
Re-do exterior photos?	When season changes	
Fourth market update to seller	8 th week after MLS entry	

