



Create Winning Listing and Prelisting Packets

The Prelisting Packet

The focus of the prelisting packet should be to establish your credibility—not to sell. Your prelisting packet should include:

- Cover letter (remind prospects when you'll arrive and how to contact you)
- Outline of your skills
- Personal marketing brochure
- Brief bios of your team members
- Testimonials from past clients (if you have at least one client under your belt)
- A property disclosure for the sellers to complete

The Listing Packet

Regardless of whether or not you compete for a listing, you should have a strong listing packet to provide to all potential sellers. At a minimum, your listing packet should include:

- Comparable market analysis, along with your analysis of the property
- Your bio, emphasizing your competency
- Detailed marketing plan for the home
- Explanation of the services you'll provide for your commission
- Agency disclosure form
- Listing agreement, ready to be signed except for the price and the terms

You also may want to add information about your company, your Web site, and other services that may be available through your company