



Checklist for New Listings

Property Address	
Seller Email Address	
Expires Date	
Seller Name and Number	
Showing Instructions	

Date	Initials	Completion List (Objectives)
		Have a Prelisting Presentation
		Sign an exclusive Listing Agreement with the Seller
		Order Prelisting Title from Title Company
		Give an option for Prelisting Appraisal to the Seller
		Send Seller a "Welcome to our Team" Letter
		Mark expiration date on Calendar
		Set up automatic email to remind me to check on expiration 1 week in advance
		Post property in RealComp and RealSource MLS
		Email MLS listing sheet to seller for OK
		Post property on Craigslist, Facebook, MiIndia, and LoopNet (for commercial)
		Make sure that a sign is in front of home
		Prepare brochure
		Send seller a letter "How to Prepare a Home to Show in 10 minutes"
		Email current client database with the New Listing Information
		Do Reverse Prospect Email with New Listing
		Drop of listing sheet folder with sign in sheet at seller's home

Date	Initials	Completion List (Objectives)
		Drop of school reports and community profiles at seller's home
		Fill brochure holder in front of home
		Set up automatic email to remind me to repost on Craigslist after 1 week
		Make sure property is correctly listed on Realtor.com and Zillow.com
		Verify office has correct showing instructions in MLS
		Send listing sheet to Realtors with listing within the same town and price range
		Send referral source a note letting them know property is listed and thank them.
		Send "Choose Your New Neighbor" (MOS) to closest neighbors
		Leave new Listing Sheets in all agent mailboxes
		Schedule an Open House
		Order Home Warranty
		Make sure that property photos don't look seasonal
		Send a group email with listing agent, lender, title company/companies contact info
		Ask for a weekly update from all parties involved- the lender and the tilte company