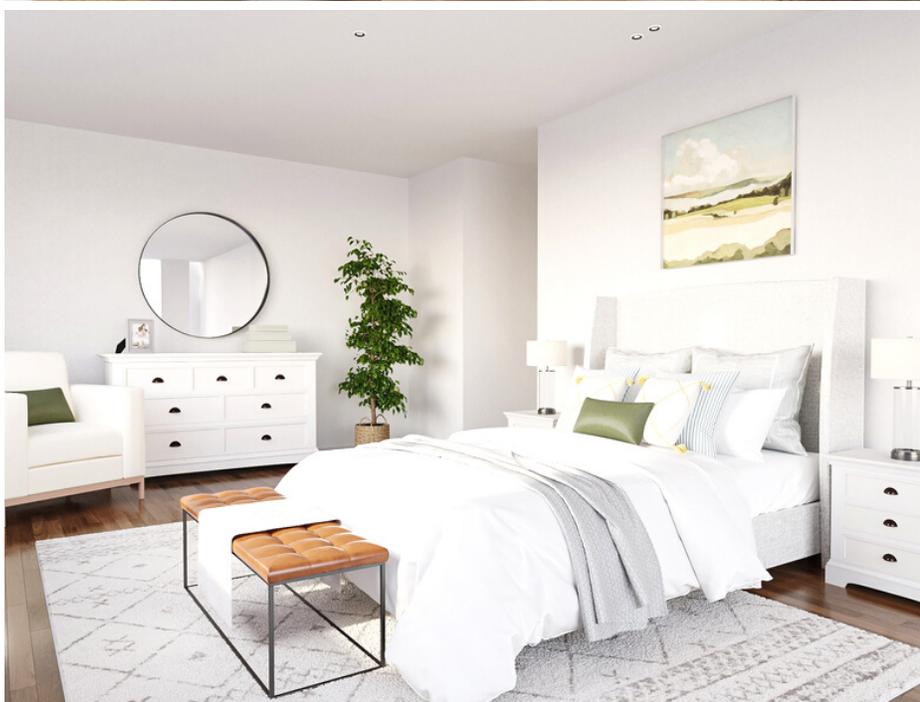


Free Resource

# New Listing Checklists

Use these free checklists to get listings live and sold faster and easier while wowing clients along the way.





# Get & Customize This Resource in Canva

- [Sign up for Canva](#)
- [Get this Canva Template](#)
- [Learn how to design in Canva](#)



# Prepare to List



## Prepare Property and Paperwork

- Tour property, note improvements to be made by Seller or during virtual staging
- Give Seller Let's Sell Your Home handout
- Confirm lot size and floor plan
- Schedule real estate photographer or take photos
- Upon receipt of photos, place virtual staging order
- Order yard sign
- Get key and alarm instructions
- Install lockbox
- Get all necessary disclosures signed
- Review neighborhood rules and restrictions (sign placement, parking, etc.)
- Confirm showing instructions with Seller
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## Notes

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## Prepare Marketing

- Note property strengths and write listing description
- Design and print brochures, postcards, flyers, etc.
- Design and develop property website/landing page
- Prepare and schedule social media posts, emails, etc.
- Post "Coming Soon" photo on social media
- Prepare and schedule advertising campaign(s)
- Plan open house schedule with Seller
- Update showing systems to accept appointments and gather feedback
- Submit listing paperwork to broker
- Check in with Seller to make sure the property is ready to be listed
- Create slideshow video of property photos (use Stucco)
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## Expected Listing Date and Time

Date \_\_\_\_\_

Time \_\_\_\_\_



**Sara Jones**

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# List & Promote



## List

- Input listing in MLS
- Put sign in yard
- Confirm listing syndicated to Zillow, Realtor.com, etc.
- Add listing to Craigslist
- Publish property website/landing page
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## Promote

- Schedule and host open house
- Start, run and track advertising campaigns
- Email Buyers list
- Email Investors list
- Email Agent/Broker list
- Publish social media posts
- Hand deliver and/or mail flyers and invite to open house
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