STANDARD LISTING CHECKLIST

- Schedule Photography
- Secure Home Warranty
- Verify All Documents Received
- Input Listing Into MLS
- Add Virtual Tour and Open House
- Enter Listing Into Showing Time
- Edit and Activate Listing (Upon Approval)
- Send Intro Email to Seller
- Send MLS Sheet to Agent & Seller (in Intro Email)
- Add to Client's System of Record
- Create Property Brochure
- Create One or Two-Page Flyer
- Send Brochure and Flyer to Agent

- Add Brochure or Flyer to MLS
- Post Just Listing to Social Media
- Verify Zillow & Trulia are Correct
- Enhance Realtor.com Listing
- Design Just Listed Postcards (if desired)
- Order Just Listed Postcards (additional charge for postage/printing)
- Confirm Open House
- Create One Open House Event on Social Media (additional events invoiced separately)
- Price Changes & Updates as Needed

LUXURY LISTING CHECKLIST

Everything in the above package, plus:

- 5 Additional Social Media Posts (posted weekly)
- E-Mail Blast to Your Database (platform required)
- YouTube Video Made with Listing Photos & Published to Your Channel

Transaction Coordinating | Listing Coordinating | Admin/Marketing Support