

# LISTING TO CONTRACT CHECKLIST

Property Address: \_\_\_\_\_

Days After Listing Agmt	Date Completed	Description	Requested	Complete
0		Admin intro call to sellers - immediately after listing signed		
0		Receive signed listing agreement		
0		Did Agent ask for referrals at listing appointment?		
1		Schedule Open House(s) with Sellers/Agent		
1		Create property file and/or upload all pre-listing documents		
1		Obtain all signed & completed sellers disclosures		
1		Obtain showing instructions from agent/sellers		
1		Obtain seller mortgage statement or loan info		
1		Put seller on MLS listing auto-alert email drip for home(s) to buy		
1		Put seller on MLS listing auto-alert drip- MLS status changes in neighborhood		
1		Get seller pre-qualified for loan to purchase next home		
1		Order preliminary title report, HOA Documents & CCRs		
1		Call stager to schedule staging consultation		
1		Call photographer to schedule photo shoot		
1		Order & schedule yard sign		
1		Add sellers to admin weekly update call list		
1		Add sellers to agent's weekly update call list		
1		Enter listing into MLS as incomplete for agent to proof		
1		Assign lock box to MLS listing		
1		Add client to CRM database		
1		Add new listing to Team Scoreboard		
1		Turn listing contract/disclosures in to brokerage compliance		
2		Get MLS listing edits/approval from Agent		
2		Upload MLS Client Detail Report to property file		
2		Email MLS Client Detail Report to all team members		
2		Add/Enhance Listing on all other websites		
2		Add listing to broker tour/caravan		
2		Calendar Listing Expiration Date		
2		Prepare property flyer template (& Open House flyer)		
2		Create "Just Listed" Facebook & social media posts		
2		Obtain Neighborhood Contact Information		
2		Get 2 sets of keys made - for lockbox & office		
2		"Just Listed" mailers/flyers created & ordered		
2		"Open House" mailers/flyers created		
2		First Open House day/time scheduled with sellers/agents?		
2		Add clients as friends on Facebook/Social Media		
2		Order Seller Coverage Warranty		
3		Claim listing on Zillow/Trulia & set up reporting		
4		Sign up at property		
4		Lockbox on at property		
4		Flyers delivered to property		



5 LISTING GOES ACTIVE on MLS				
5		Send Thank You/Gift Card to Person who Referred Listing		
5		Start agent prospecting calls around new listing		
5		"Just Listed" email to neighborhood & SOI		
5		"Just Listed" posted on Facebook & social media		
7		Email Activity Report to sellers		
7		Weekly Activity Report Call to sellers		
7		Agent ask for referrals on weekly call?		
8		Order "Open House" Mailers/Flyers for neighborhood		
8		"Open House" email to neighborhood & SOI		
8		"Open House" posted on Facebook & social media		
14		Email Activity Report to sellers		
14		Weekly Activity Report Call to sellers		
15		Schedule 2nd Open House?		
21		Email Activity Report to sellers		
21		Weekly Activity Report Call to sellers		
28		Email Activity Report to sellers		
28		Weekly Activity Report Call to sellers		
35		Email Activity Report to sellers		
35		Call to sellers for PRICE REDUCTION APPOINTMENT?		
42		Email Activity Report to sellers		
42		Weekly Activity Report Call to sellers		
49		Email Activity Report to sellers		
49		Weekly Activity Report Call to sellers		
56		Email Activity Report to sellers		
56		Weekly Activity Report Call to sellers		
63		Email Activity Report to sellers		
63		Weekly Activity Report Call to sellers		
70		Email Activity Report to sellers		
70		Call sellers for RE-LISTING APPOINTMENT? Price Reduction?		
Once Offer(s) Received				
71		Prepare summary(s) of key offer terms to present to sellers		
71		Prepare net sheet(s) for offer(s) to present to sellers		
72		Draft response(s) to offers for sellers to sign- acceptance/counter offer		
72		Send counter offer (or acceptance) to buyer's agent		
Once Offer Accepted - Start Seller Closing Checklist				

