

# New Listing

# CHECKLIST

## SELLER:

## ADDRESS:

- Broker Listing Agreement - Signed by all parties
- Seller's Disclosure - Completed by Seller
- Complete any other disclosures required
- Confirm neighborhood or condo rules and restrictions (i.e. sign placement, parking, etc.)
- Confirm showing instructions with home owner (i.e. must give 2 hours notice)
- Bring in a staging consultant (if necessary)
- Order / Install yard sign
- Get key and alarm instructions from home owner
- Install Lockbox on home
- Update any showing systems (ShowingTime)
- Have professional photos taken of the home
- Create, order and deliver home brochures
- Submit Listing Paperwork to Broker
- Input Listing into Heartland MLS
- Share Heartland MLS Listing with Seller
- Confirm that listing syndicated from MLS to key portals
- Send eFlyer to local agents
- Install flyer box in front of home (if allowed)
- Hand deliver print flyers to at least 20 nearby homes...and invite them to the open house!
- Schedule agent / broker caravan
- Schedule open house
- Create a video of home and post on YouTube
- Write at least one blog /a rticle about the home
- Share listing blog post on Twitter
- Share blog post on your Facebook business page
- Share blog post on Google Plus, Instagram, etc.
- Create Craigslist ad (especially if home is under \$500K)

## EXTRA NOTES:

