

New Listing Checklist for Listing Agents

*This checklist can be used in paper form, or input into your contact management system. Refer to **Sell with Soul** for more details on each specific item.*

Activity	Due Date	√ When Complete
Seller signature on all listing contracts & disclosures	Prior to MLS entry	
Take pictures	Prior to MLS entry	
Schedule/create the Virtual Tour	Prior to MLS entry	
Get the key, install the lockbox	Prior to MLS entry	
Get HOA contact information from seller	Prior to MLS entry	
Install the For Sale sign	Day of MLS entry	
Enter the listing on MLS	Day of MLS entry	
Enter the listing on your contact manager program	Day of MLS entry	
Order 'Just Listed' cards	Day of MLS entry	
Track the expiration date	Day of MLS entry	
Turn in file to office	Day of MLS entry	
Showing information to showing desk/showing service	Day of MLS entry	
Create & display 'Special Features' cards in the home	Day of MLS entry	
Send a copy of the MLS listing to the seller	Day of MLS entry	
Deliver copies of all signed documents to seller	1 Day after MLS entry	
Prepare the home brochure	1 Day after MLS entry	
Schedule open house/put up Open Sunday sign rider	1 Day after MLS entry	
Call the HOA to verify information (See checklist)	Within 1st week	
Deliver home brochures to home	When ready	
Solicit feedback, provide to seller	1st week after MLS entry	(Ongoing)
Load Internet advertising	1st week after MLS entry	
Email web links of advertising to seller	1st week after MLS entry	
Fluff & Flush 1	7 Days after MLS entry	
First market report to seller	7 Days after MLS entry	
Call Seller "Are the showing instructions working for you?"	7 Days after MLS entry	
Preview new competing listings/report findings to seller	2nd week after MLS entry	
Fluff & Flush 2	2nd week after MLS entry	
Call seller "Need more brochures yet?"	2nd week after MLS entry	
Fluff & Flush 3 (continue every week)	3rd week after MLS entry	
Call seller to check in	3rd week after MLS entry	
Second market report to seller	3rd week after MLS entry	
Preview new competing listings/report findings to seller	4th week after MLS entry	
Prepare & schedule 6 week CMA meeting/3rd market update	6th week after MLS entry	
Pick up brochure box	6th week after MLS entry	
Re-do exterior photos?	When season changes	
Fourth market update to seller	8th week after MLS entry	