

## Broker Listing Checklist

Client Name: \_\_\_\_\_

Listing Appointment: \_\_\_\_\_

Live Listing Date: \_\_\_\_\_

Listing Expiration Date: \_\_\_\_\_

- Post Listing Appointment - Send Thank you card
- Connect Via Social Media:
  - Facebook
  - Instagram
  - Linkedin
- Add to mailing list
- Add to CRM (ZAP/Business Builder)
- Request Preliminary Listing Packet - Open Title
- Finalize calendar timeline of events (staging, photography, live, showings, open)
- Draft Listing Paperwork
  - Listing Agreement
  - Listing Input
  - Legal Description (from Title)
  - Sellers Disclosure (Form 17)
  - Identification of Utilities (Form 22K)
  - Lead Based Paint Disclosure (Form 22J / homes 1978 or older)
  - FIRPTA (Form 22E)
  - Wire Fraud Disclosure
  - Pre-Inspection optional (Form 35P)
- Send paperwork to client for signatures
- Obtain copies of 2 keys
- Schedule staging
- Schedule photography
- Put white flag for sign post
- Schedule sign installation
- Input into the NWMLS
- Create flyers (laminates 1 copy for flyer box)
- Create/Post interior signs for property (as needed)
- Assign NWMLS Key Box: \_\_\_\_\_
- Prepare interior display items
  - Flyer Stand
  - AHS Warranty Display
  - Booties
  - Candy (optional)
  - Cards
  - Sanitation Station
- Input NWMLS Keybox into listing
- Activate showing time
- Create Virtual Tour (C21 / Paradym)
- Schedule Open House(s)
- Turn in all paperwork to C21 REC with a copy of the NWMLS Listing - Advise office to open house dates/times
- GO LIVE

- Post on social media
- Email Client when LIVE with Virtual Tour, Flyer, Links to Social postings and copies of all documentation
  - Listing Documentation
  - Net Proceeds
  - Flyer
  - ASH Plan (if applicable)
  - Copy of NWMLS Listing
- Schedule weekly email reports to clients on calendar (agent feedback, golden ruler, open house report)
- 30 Day Review: Update CMA / Market Activity

**PRICE CHANGE:**

- Listing Inpu Form 19
- NWMLS
- CENTURY 21 Real Estate Center
- Visual Tour
- Social Postings
- Flyer

**UNDER CONTRACT**

- Submit contract to escrow
- Submit contract to CENTURY 21 Real Estate Center
- Update Pending Checklist with timelines
  - Earnest Money
  - Inspection
  - Appraisal
  - Financing
  - Closing
- Schedule removal of sign post, key box, flyers, staging and any additional interior items
- Add to excel tracking sheets
- Update CRM - CLOSED SALE
- Client Gift
- Confirm client received QSS/Real Satisfied survey - follow up for completion
- Request additional surveys/reviews
  - Facebook
  - Zillow
  - Google My Business
  - Yelp
- Post testimonials on social