

New Listing Checklist

Property Address: _____

Due Date	Activity	Complete
Prior to MLS entry	Verify that the seller has signed all listing contracts and disclosures	
	Take photos of the property.	
Day of MLS entry	Create and post a virtual tour online.	
	Obtain keys from the seller and install a lockbox.	
	Get HOA contact information from the seller.	
	Enter the listing on MLS.	
	Enter the listing into your contact management program.	
	Order "Just Listed" cards and distribute upon receipt.	
	Track the listing expiration date.	
	Post the "For Sale" sign.	
	Provide showing information to the showing service.	
	Create and display "Special Features" information cards.	
Send a copy of the MLS listing to the seller.		
Day after MLS entry	Deliver copies of all signed documents to the seller.	
	Prepare a home information brochure.	
	Schedule an open house.	
As needed	Deliver home information brochures to the property.	
Week of MLS entry	Call the HOA to verify information.	
	Solicit and provide feedback to the seller.	
	Load Internet advertising.	
	Email necessary web links to the seller.	
1 week after MLS entry	Provide the first market update to the seller.	
	Confirm that showing instructions are working for the seller.	
2 weeks after MLS entry	Ensure that the seller is well-stocked with home brochures.	
3 weeks after MLS entry	Provide the second market update to the seller.	
6 weeks after MLS entry	Schedule a CMA meeting and provide the third market update to the seller.	
	Retrieve the brochure box.	
8 weeks after MLS entry	Provide the fourth market update to the seller.	
Seasonal	Retake exterior photos of the property.	