

# Listing Checklist

<b>Cultivate</b>	<b>Watch Lead - 5%</b> Get Phone Number Of Lead Get Email Of Lead Get Address Of Lead	<b>Nurture Lead - 7%</b> Follow-Up Call Put Seller On Drip Campaign Send A Call To Action- Phone Call, Email, Direct Mail	<b>Hot Lead - 10%</b> Contact Seller To Set Listing Appt.	
<b>Appointment</b>	<b>Scheduling Initial Appt - 10%</b> Update Database Update Opportunity Details Start to Create Listing Folder Create Listing Presentation Create/Find Comps	<b>Initial Appt - 30%</b> Send Reminder To Seller for Upcoming Appt. Obtain Signature on contract & SELM?	<b>Contract Appt - 35%</b> Put Together More Comps (if applicable) Outline Cost of Sale Create Folder With Contracts	<b>Post Appt - 40%</b> Send SELM to MLS Within 48 Hours Of Contract Signing Order Preliminary Title Report Follow-Up With Client - Provide Tips for Selling Take Photos with Phone Post/Announce Coming Soon
<b>Active</b>	<b>Prepare Listing - 45%</b> Send Copy Of Contract To Seller Clean Up House Stage House Schedule Photography Session Compose Ad Copy Start Creating Listing on MLS Get Photos From Photographer	<b>Publish Listing - 50%</b> Put Up For Sale Sign Upload Pics (All Sites) Publish Listing on MLS Create Flyers Create Just Listed Graphics for Social Media Post Just Listed Graphics Link KLWS Listing to Opportunity Once Active In Pipeline Update Any Opportunity Details	<b>Showing / Open House - 70%</b> KW Office Caravan MLS Caravan Schedule Open Houses Update Seller on Marketing Efforts Email New Listing to Sphere Add Open House Leads to Database Add Hot Buyer Leads to Buyer Opportunity Create Social Media Ads Follow Up on Buyer Leads	<b>Negotiations - 80%</b> Price Reduction? Change Price on MLS (If Applicable) Add Received Offers Into The Opportunity Compare Mult. Offers for Seller Create Offer Comparison To Seller Review Offers With Seller Send Counter Offers Accept an Offer Update Accepted/Rejected Offers in Opportunity
<b>Under Contract</b>	<b>Escrow - 90%</b> Congratulate Call / Email Seller! Send Copies of Contracts To Seller Update MLS (Under Contract) Seller Complete Disclosures Prepare Greensheet Have Seller Complete SI & HOA Order Order NHD Report	<b>Inspections - 90%</b> Update Seller with Inspection Date & Times Verify Smoke & Carbon Monoxide Detectors are Installed Verify Water Heater is Braced Properly Request for Repairs 9A Certification & Retrofit Inspection (If Applicable) Prepare AVID - Obtain Signatures	<b>Appraisal / Financing - 90%</b> Update Seller of Date/Time of Appraisal Confirm Appraisal Value Clear Appraisal Conditions Remove Appraisal & Loan Contingencies Update MLS (Pending) When All Contingencies Have Been Removed Confirm With Escrow (1) Week Before Close Of Escrow That There Are NO Outstanding Conditions	<b>Clear to Close - 90%</b> Remind Seller To Switch Off Utilities Order Client Closing Gift!
<b>Closed</b>	<b>Closed - 100%</b> Update MLS & Database Add People Involved in Transaction to Database Create "Just Sold" Cards / Marketing Take Sign Down From Listing Deliver Closing Gift to Seller Send Thank You Card To Buyer's Agent Ask for a Referral / Testimonial Set up Client Follow-Up Schedule for Seller			