



## Listing Check List

<b>Client Name:</b>	<b>Property:</b>
<b>Cell/Work Phone:</b>	<b>Email:</b>
<b>Target List Date:</b>	<b>Area:    Bed:    Bath:    Age:    SF:</b>
<b>Agent Name/Cell:</b>	<b>Mentor Name/Cell:</b>

### Pre-Listing and Presentation

✓	Description	By	Date	Note
<input type="checkbox"/> 1	Pull a Property Profile			
<input type="checkbox"/> 2	Prepare CMA			
<input type="checkbox"/> 3	Prepare Listing Presentation			
<input type="checkbox"/> 4	Review Listing Presentation with Mentor			
<input type="checkbox"/> 5	Setup Initial Meeting			
<input type="checkbox"/> 6	Show Client "Pricing & Prepare 4 Sale" DVDs			
<input type="checkbox"/> 7	Determine Seller Motivations			
<input type="checkbox"/> 8	Confirm Presentation Schedule			
<input type="checkbox"/> 9A	Prepare Listing Contract – LA Form			
<input type="checkbox"/> 9B	Prepare Agency Disclosure Form			
<input type="checkbox"/> 9C	Prepare Supra Key Agreement Form			
<input type="checkbox"/> 9D	Prepare Seller Estimated Proceeds			
<input type="checkbox"/> 10A	Perform the Listing Presentation with Seller			
<input type="checkbox"/> 10B	Present and Discuss Marketing Plan			
<input type="checkbox"/> 10C	Pickup the House Key from Sellers			

### Service Listing, Marketing, and Farming

✓	Description	By	Date	Note
<input type="checkbox"/> 1	Make Sure Items 10A-10D Signed by Sellers			
<input type="checkbox"/> 2	Take a House Tour with Sellers; Note Features/Upgrades w/ Property Data Form			
<input type="checkbox"/> 3	Establish the Selling/Listing Price w/ Sellers			
<input type="checkbox"/> 4	Take Photos of the Property			
<input type="checkbox"/> 5	Complete the Property Data Form			
<input type="checkbox"/> 6	Create a Feature Flyer and Show to Seller			
<input type="checkbox"/> 7	Print Feature Flyer (after Seller Approval)			
<input type="checkbox"/> 8	List Property on MLS			
<input type="checkbox"/> 9	Create a Print Ad for Local Magazines			
<input type="checkbox"/> 10	Put an "Open House" Ad - SJ Mercury News			
<input type="checkbox"/> 11	Send Out "Just Listed" Post Cards			
<input type="checkbox"/> 12A	Prepare a Disclosure Package/Make Copies			
<input type="checkbox"/> 12B	Open Escrow w/ Alliance Title Company			
<input type="checkbox"/> 12C	Order the Geologist and Tax Reports			
<input type="checkbox"/> 12D	Order Home, Termite, and Roof Inspections			
<input type="checkbox"/> 12F	Order Title Preliminary and HOA Package			
<input type="checkbox"/> 12G	Review TDS /Supplemental TDS with Sellers			
<input type="checkbox"/> 12H	Complete ALL Disclosure Forms w/ Sellers			
<input type="checkbox"/> 13	Post Listing on <a href="http://www.TuscanyRE.com">www.TuscanyRE.com</a> Site			
<input type="checkbox"/> 14	Arrange to put "For Sale" Sign			
<input type="checkbox"/> 15	Duplicate House Keys and Install Key Box			
<input type="checkbox"/> 16	Put "Feature Flyers", "Take Off Shoe"			
<input type="checkbox"/> 17	Arrange for "Open House" Every Sunday			
<input type="checkbox"/> 18	Conduct "Open House", Follow Up Leads			
<input type="checkbox"/> 19	Meet, Call, Email Sellers Updates Regularly			
<input type="checkbox"/> 20	Review and Present Offer(s) to Sellers			
<input type="checkbox"/> 21	Send "Thank You" Note to Selling Agent			
<input type="checkbox"/> 22	Create Transaction Timeline			
<input type="checkbox"/> 23	Send Disclosure Package to Selling Agent			
<input type="checkbox"/> 24	Schedule "Sign Off" for Seller			
<input type="checkbox"/> 25	Send out "Just Sold" Post cards			
<input type="checkbox"/> 26	Send Thank Notes to Sellers, Agents, etc.			
<input type="checkbox"/> 27	Prepare and Submit File to Broker			