

Seller Listing Checklist

Pre-Listing

- Conduct Seller Pre-Consultation Phone Interview
- Send Pre-Listing Packet to Seller
- Add Client to Command, Create Opportunity
- Start on SmartPlan, Marketing Campaign
- Invite Client to Follow Social Media Pages
- Create File Folder (Paper or Electronic)
- Pull Realist Tax Record
- Search for Previous Listings in FMLS & GAMLs
- Pull Recent Comps, Create CMA
- Note HOA, School Zones, Sewer or Septic
- Pull Deed, Legal Description, Plat
- Request Septic System Map, if Applicable
- Contact HOA to Request Fees, if Applicable
- Conduct Seller Consultation
- Send Handwritten Thank You Note
- If Agent Referral, Sign Referral Agmt, Obtain W-9
- If Sphere or Client Referral, Send Thank You Gift

Prepare Listing

- Coordinate with Seller to Schedule Any Repairs
- Schedule Stager & Photographer, Notify Seller
- Create DocuSign Room
- Send Paperwork to Seller, Include GAR Disclosures, Listing Agreement, Affiliated Business Disclosure, Marketing Service Agreement, Wire Fraud Disclosure (as required by your brokerage), Seller's Property Disclosure, Community Association Disclosure, & Lead-Based Paint Exhibit, as Applicable
- Prepare Pre-Showing Compensation Agreement
- Gather Utility Providers, HOA Covenants, Floorplan, Survey, Home Warranty, Termite Bond
- Gather Keys, Access Codes & Instructions, Signage Rules
- Place Yard Sign & Lockbox at Property
- Download & Arrange Photos
- Prepare Property Description

Enter Listing

- Enter Listing in FMLS
- Add Any Video/Virtual Tour Links
- Upload Photos & Add Photo Captions
- Verify Correct Placement on Map
- Upload & Attach Disclosures & Documents
- Set Up Showing Time, Attach Disclosures
- Add Any Open Houses & Agent Caravans
- Download FMLS Report
- Enter Listing in GAMLs (Use Ditto to Copy FMLS)
- Add Links, Photos, Disclosures, Open Houses
- Download GAMLs Report
- Merge Showing Time
- Add Listing to Supra Lockbox
- Notify Seller that Listing is Live

- Enroll Listing in Home Warranty Coverage
- Upload Docs to Command, Submit Opportunity

Marketing

- Listing Should Automatically Feed to Your Website
- Post Listing to Social Media, Launch Ad Campaign
- Announce Listing on KW Intranet, Email Blast
- Place Flyers & Home Showing Book at Property
- Send Just Listed Postcards
- Circle Prospect & Reverse Prospect
- Send Golden Letters

Maintain Listing

- Seller to Leave Utilities On
- Contact Buyer's Agents to Request Feedback after Showings
- Update Seller on Showings & Feedback Weekly
- Schedule Open Houses & Agent Caravans

Open Houses

- List OH on FMLS & GAMLs
- Post OH on Social Media
- Announce OH on KW Intranet, Email Blast
- Place OH Directional Signs & Balloons
- Prepare Door Knocking Flyers, Invite Neighbors
- Prepare OH Supplies Box, Include Business Cards, Sign-In Sheets, Pens, Sharpies, Tape, Scissors, Ribbon, Swag, Plates, Plasticware, Napkins, Cups, Trash Bags, Bottled Water, & Snacks
- Contact HOA to Hold Open Gates, if applicable
- Gather OH Directional Signs When Complete
- Update Seller with Feedback

Managing Offers

- Save Each Offer in File Folder, Upload to Command
- Obtain Buyer's Pre-Approval Letter or Proof of Funds
- Create Multiple Offers Spreadsheet, if Applicable
- Send Accepted Offer for Signatures
- Send Notices to Any Non-Winning Agents
- Begin Contract to Close Process

If Price Changes

- Update FMLS & GAMLs
- Update Social Media Posts & Property Flyers
- Contact Buyer's Agents to Inform of Price Change

If Expiring or Withdrawn

- Complete Brokerage Termination, if Applicable
- Submit FMLS 116 & GAMLs Withdrawal Form
- Remove Listing from Social Media
- Remove Lockbox, Yard Sign, Flyers, & Home Showing Book from Property