

LISTING TRANSACTION CHECKLIST-

Client: Seller Sample
Email: 1dickmaxwell@gmail.com
Cell: 7275574245
Address: , ,

CRITICAL DATES

Listing Initiation Date	Listing Consultation Date	List Date (Agreement Signed)	Photo Shoot Date
N/A	N/A	N/A	N/A
MLS Activation	Listing Expiration Date	10 Days	20 Days
N/A	N/A	N/A	N/A
30 Days	Contract Acceptance Date	End Date for Home Inspection Period	Actual Inspection Date
N/A	N/A	N/A	N/A
			Pest Inspection Date
			N/A
Other Inspection Date	Appraisal Date	Contract Close Date	Actual Close of Escrow Date
N/A	N/A	N/A	N/A
Open House # 1 Date			
N/A			

IMPORTANT FIELDS

Listing Agreement	Listing Price	Sale Price	MLS #
Escrow #	HOA (Yes/No)	Stellar Exemption (Yes/No)	

CHECKLIST TASKS

Name

Due Date

Completed

1. Pre-Listing

- ☐ Schedule the Listing Consultation
- ☐ Advise on Needed/Helpful Pre-Listing Documents (deeds, surveys, etc.)
- ☐ Check And Download County Records: Appraisal/Permits/Taxes/Etc.
- ☐ View Neighborhood Competition/Prelim Photos
- ☐ Create List of Improvements to Enhance Marketability
- ☐ Send Reminder Email Re: Listing Consultation
- ☐ Preparing Listing Documents

2. Listing and Marketing Presentation

- ☐ Listing Consultation
- ☐ Share Transaction Portal With Seller and Activate
- ☐ Signed- Exclusive Right to Sell Listing Agreement
- ☐ Signed- Seller’s Property Disclosure Statement
- ☐ Review Seller’s Property Disclosure Statement
- ☐ Signed- Additional Listing Disclosures and Addenda

3. Pre-Launch Marketing Activities

- ☐ Provide Tips on Preparing Home for Marketing Photography
- ☐ Add Dates From Listing Agreement to Transaction Portal
- ☐ Coordinate Professional Photography Shoot
- ☐ Seller to Choose Title Company
- ☐ Gather Room Measurements
- ☐ Order Floor Plan
- ☐ Schedule a Pre-Listing Home Inspection (optional)
- ☐ Order HOA/Condo Documents (if Applicable)
- ☐ Order Sale Sign and Post to be Installed
- ☐ Attach Lockbox and Activate
- ☐ Input into MLS
- ☐ Add Attachments to MLS

4. MLS Activation and On-Market Activities

- ☐ Create Single Property Landing Page
- ☐ Announce New Listing to Office
- ☐ Create Digital Ads to Promote Listing
- ☐ Post Listing on Social Media and Real Estate Groups
- ☐ Analyze Market Activity (10-10-0 System)
- ☐ Create and Print Property Information Flyers
- ☐ Syndicate Property Listing to Major Real Estate Websites
- ☐ Order "Just Listed" Postcards for 200 Nearest Neighbors
- ☐ Create "Open House" Landing Page
- ☐ Schedule Open House With Seller
- ☐ Analyze Market Activity (10-10-0 System)
- ☐ Analyze Market Activity (10-10-0 System)
- ☐ Refresh Marketing (Additional Checklist will be added at this point)
- ☐ Create Digital Ads to Promote "Open House"
- ☐ Advise on "Accepting an Offer"
- ☐ 10 Days
- ☐ 20 Days
- ☐ 30 Days

5. Offer Received

- ☐ Discuss Offer with Seller
- ☐ Review Offer for Completeness and All Necessary Signatures
- ☐ Ensure All Disclosures and Addenda are Included and Signed
- ☐ Verify Proof of Funds and/Or Pre-Approval Letter
- ☐ Review Offer and Compile Terms for Discussion
- ☐ Accept, Reject, or Counter Offer

6. Under Contract

- ☐ Receipt of Fully Signed Purchase Agreement
- ☐ Confirm Home Inspection scheduling
- ☐ Buyer Signed Sellers Property Disclosure
- ☐ Change MLS Status to "Pending"
- ☐ Received Earnest Money Receipt from Title Company
- ☐ Received Conditional Loan Approval From Buyer's Lender (If Applicable)
- ☐ Review Home Repair Requests w/ Seller
- ☐ Confirm Scheduling of Appraisal

- ☐ Confirm Agreed Upon Repairs are Complete
- ☐ Review Preliminary Closing Settlement Statement (From Title)
- ☐ Coordinate Disconnection/Reconnection of Utilities
- ☐ Remind Sellers To Set Up Mail Forwarding
- ☐ Schedule Final Walk-Through of Property with Buyer
- ☐ Schedule Closing Time With Title Company
- ☐ Coordinate with Title Company for Wire Instructions from Seller
- ☐ Deliver Keys to Title and/or Buyers Agent
- ☐ Attend the Closing & Insure All Goes Smooth

7. After Closing

- ☐ Call for Removal of Sign and Post from Property
- ☐ Deliver Keys to Buyers Agent
- ☐ Remove Lockbox from Property
- ☐ Request Feedback from Seller to Improve Future Experience

ATTACHED FILES

File	Upload Date
There are no files attached to this checklist.	

TRANSACTION NOTES

Date	Note
------	------