

LISTING Checklist

1. DOCUMENTS

- Disclosure of Real Estate Agency Relationships
- Residential Property Disclosure
- Residential Property Disclosure Addendum
- Listing Agreement
- MLS Data Input Profile Sheet
- Expense Worksheet
- House Plans
- Survey/Plot Map
- Home Warranty
- Lead Based Paint Disclosure (1978)

2. OPEN HOUSE

- Schedule open house.
- Schedule brokers open house
- Prepare open house marketing materials
- Promote open house to other agents
- Promote open house in social media campaign

3. ON THE MARKET

- Monitor neighbourhood market changes
- Communicate neighbourhood market changes to clients
- Gather showing feedback
- Create showing feedback report
- Review pricing strategy

4. PRE-LISTING

- Discuss clients goals
- Identify areas that could be improved property
- Address decluttering, depersonalising, repairs
- Discuss pricing and timing strategy
- Discuss showing preferences and approvals
- Preliminary net sheet

5. LISTING

- Hire photographer to take pictures
- Create a video tour
- Input data into the MLS database
- Scan/Upload disclosures and contract documents to the MLS
- Create "Just Listed social media blast
- Create "Just Listed postcards
- Email market listing to database

ADDITIONAL *Notes*



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