



# Listing Checklist Guide

(Post signed listing – Prior to accepting an offer)

Property: \_\_\_\_\_

- Initiate New Transaction in NextHome Town & Country DTR
- Attach Listing Task List to new transaction
- Upload executed listing agreement/agency & any other supporting documents into DTR within 3 Days for review
- Guide seller on preparing property for sale -staging
- If not listing the property on MLS within 2 days of taking the listing please have seller sign CAR form SELM and upload into DTR
- Send out office email or post on NH TC Facebook site of the new listing
- Premarketing – Facebook, Zillow coming soon, craigslist ect.
- Order sign up and install NextHome riders
- Install lock box & assign property to box via Supra Key site
- Take property Photos
- Take property Video or make slideshow
- Create property flyers made through the NextHome Design Center
- Create coming soon postcards through NextHome design center or through partnered companies like Corefact and mail out or walk neighborhood
- Create Bitly link for advertising to track hits/views
- Input into MLS & discuss with seller how the property will be shown
- Make sure to tell the seller (if living there) to have all lights on and ac/heat at a comfortable range when being shown.
- Activate in NextHome's NLD program through the NextHome Intranet

- Add any additional photos and property description that wouldn't fit into the MLS
- Realtor.com – If you have a showcase or similar membership through this site update/add additional information through agent platform
- Put together a social media paid AD like on Facebook
- Network with local agents or put on Brokers Tour
- Schedule and advertise open house
  - Input OH into NextHome Intranet & MLS
  - Add OH to Social Media
  - Walk neighborhood/mailers for OH
  
- Send client Traffic Reports to client through NextHome Intranet and pull any other sites activity like MLS client/agent hits
- Send client Hit/View count off social media
- Follow up on showings and give feedback to client
- 30 days DOM evaluate pricing strategy, give client any new/updated recent sales or activity and adjust pricing
- Touch base with clients at least once per week
- Restock flyers if needed

Other to do items:

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