

The Final Four Weeks

Checklist

4 Weeks to List	Week of Listing
<ul style="list-style-type: none"> <input type="checkbox"/> Seller home inspection <input type="checkbox"/> Schedule a pop-by <input type="checkbox"/> Open title and review it <input type="checkbox"/> Begin completing MLS Form 1 Listing Input 	<ul style="list-style-type: none"> <input type="checkbox"/> Stage the home <input type="checkbox"/> Professional photography and video <input type="checkbox"/> Property scent enhancement (<i>wall units, candles, etc.</i>) <input type="checkbox"/> Finalize listing price <input type="checkbox"/> Finalize Form 1 MLS Listing Input (<i>including price</i>) and obtain signature(s) <input type="checkbox"/> Upload listing to the MLS in inactive status <input type="checkbox"/> Review listing and edit errors <input type="checkbox"/> Add supplements (Legal, Form 17, FIRPTA (22E), Utilities (22K), Lead (22J), Seller Inspection (WRE 42), Preliminary Title <input type="checkbox"/> Work on open house materials and print professionally <input type="checkbox"/> Provide <i>Preparing for Successful Home Showings</i> sheet to the seller (<i>if applicable</i>) <input type="checkbox"/> Draft marketing flyer/brochure and print professionally
<p>3 Weeks to List</p> <ul style="list-style-type: none"> <input type="checkbox"/> Check in with seller <input type="checkbox"/> Confirm/schedule stager <input type="checkbox"/> Confirm/schedule photographer <input type="checkbox"/> Determine neighborhood engagement strategy 	<p>Day Before Listing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Upload and arrange property photos, write captions <input type="checkbox"/> Review listing for accuracy and flow <input type="checkbox"/> Configure ShowingTime <input type="checkbox"/> Block out open houses and other unavailable times on ShowingTime <input type="checkbox"/> Place booties, silent talkers, and marketing materials in the home <input type="checkbox"/> Open blinds and turn on lights
<p>2 Weeks to List</p> <ul style="list-style-type: none"> <input type="checkbox"/> Schedule a pop-by <input type="checkbox"/> Order sign installation for listing day <input type="checkbox"/> Determine showing instructions with seller (<i>if applicable</i>) <input type="checkbox"/> Create "silent talkers" (<i>if applicable</i>) <input type="checkbox"/> Complete MLS Form 1 Listing Input and send to seller for review <input type="checkbox"/> Send Form 17 Seller Disclosure for seller completion and obtain signature(s) <input type="checkbox"/> Send Form 22K Identification of Utilities for seller completion and obtain signature(s) <input type="checkbox"/> Send Form 22J Lead Paint Disclosure for seller completion and obtain signature(s) <input type="checkbox"/> Obtain Form 22E FIRPTA signatures <input type="checkbox"/> Obtain WRE Form 42 Seller Procured Inspection Report Signature (<i>if applicable</i>) <input type="checkbox"/> Turn signed forms into the firm <input type="checkbox"/> Order resale certificate (<i>for condos</i>) <input type="checkbox"/> Review <i>Showing and Pre-Offer Worksheet</i> with Seller 	<p>Listing Day</p> <ul style="list-style-type: none"> <input type="checkbox"/> Change MLS listing from inactive to active <input type="checkbox"/> Assign and install lockbox <input type="checkbox"/> Complete any remaining tasks from "Day Before Listing" list <input type="checkbox"/> Share listing on social media and with office <input type="checkbox"/> Send listing to the seller
<p>1 Week to List</p> <ul style="list-style-type: none"> <input type="checkbox"/> Schedule a pop-by <input type="checkbox"/> Create home inspection remediation list (<i>if applicable</i>) and have seller initial and date <input type="checkbox"/> Gather invoices and service records 	