

The Final Four Weeks

Checklist

4 Weeks to List

- ☐ Seller home inspection
- ☐ Schedule a pop-by
- ☐ Open title and review it
- ☐ Begin completing MLS Form 1 Listing Input

3 Weeks to List

- ☐ Check in with seller
- ☐ Confirm/schedule stager
- ☐ Confirm/schedule photographer
- ☐ Determine neighborhood engagement strategy

2 Weeks to List

- ☐ Schedule a pop-by
- ☐ Order sign installation for listing day
- ☐ Determine showing instructions with seller (*if applicable*)
- ☐ Create "silent talkers" (*if applicable*)
- ☐ Complete MLS Form 1 Listing Input and send to seller for review
- ☐ Send Form 17 Seller Disclosure for seller completion and obtain signature(s)
- ☐ Send Form 22K Identification of Utilities for seller completion and obtain signature(s)
- ☐ Send Form 22J Lead Paint Disclosure for seller completion and obtain signature(s)
- ☐ Obtain Form 22E FIRPTA signatures
- ☐ Obtain WRE Form 42 Seller Procured Inspection Report Signature (*if applicable*)
- ☐ Turn signed forms into the firm
- ☐ Order resale certificate (*for condos*)
- ☐ Review *Showing and Pre-Offer Worksheet* with Seller

1 Week to List

- ☐ Schedule a pop-by
- ☐ Create home inspection remediation list (*if applicable*) and have seller initial and date
- ☐ Gather invoices and service records

Week of Listing

- ☐ Stage the home
- ☐ Professional photography and video
- ☐ Property scent enhancement (*wall units, candles, etc.*)
- ☐ Finalize listing price
- ☐ Finalize Form 1 MLS Listing Input (*including price*) and obtain signature(s)
- ☐ Upload listing to the MLS in inactive status
- ☐ Review listing and edit errors
- ☐ Add supplements (Legal, Form 17, FIRPTA (22E), Utilities (22K), Lead (22J), Seller Inspection (WRE 42), Preliminary Title
- ☐ Work on open house materials and print professionally
- ☐ Provide *Preparing for Successful Home Showings* sheet to the seller (*if applicable*)
- ☐ Draft marketing flyer/brochure and print professionally

Day Before Listing

- ☐ Upload and arrange property photos, write captions
- ☐ Review listing for accuracy and flow
- ☐ Configure ShowingTime
- ☐ Block out open houses and other unavailable times on ShowingTime
- ☐ Place booties, silent talkers, and marketing materials in the home
- ☐ Open blinds and turn on lights

Listing Day

- ☐ Change MLS listing from inactive to active
- ☐ Assign and install lockbox
- ☐ Complete any remaining tasks from "Day Before Listing" list
- ☐ Share listing on social media and with office
- ☐ Send listing to the seller