ON MARKET: NEW LISTING CHECKLIST

CLIENT: _____

PROPERTY: _____

TMS: _____

BROKER
Initial & Date

☐ Get listing agreement signed _____

☐ Provide floor plan, aerial, tax map, site plan, plats, wetlands, etc. from agent _____

☐ Write thank you note _____

EA LIST
Initial & Date

☐ Order sign for property _____

☐ Add to signage tracking sheet _____

☐ Put expiration reminder on agent's Outlook for 30 days from expiration of listing _____

☐ New property? label file by Center & Address-create virtual folder w/ scanned listing agreement _____

☐ Add client info to Outlook _____

☐ Collect demographics & traffic count _____

☐ Make brochure: Include pictures, floor plan & map _____

☐ Sale listing? add last year's tax amount to brochure _____

☐ Add listing to CMLS-notify agent to approve _____

☐ Add listing to LoopNet & FerrerCRE _____

☐ Add to Dashboard _____

☐ Request video/photo tour & promote on social _____

☐ Upload brochure to Loopnet & MLS & promote on social _____

☐ Submit new listing to Twitter w/ MLS link _____

☐ Send out postcards (upon request) _____

☐ Send monthly analytics to agent & client _____

☐ Over $1M: Broker event _____

☐ Over $550k: Drone/Virtual Tour w/ 3 yr lease or sale _____