

## New Listing Plan – 90 Day

### Day 1:

\_\_\_\_\_ Fill out all Listing Paperwork required for office; Yellow Input Sheet, Dual Entry. Have client sign Listing Agreement, Seller's Disclosure, Home Information Form

\_\_\_\_\_ Make Copy of all above and turn originals in to office for input into system.

\_\_\_\_\_ File paperwork in folder according to system, fill out Listing Checklist.

### Day 2:

\_\_\_\_\_ Take digital photos of inside and outside property. Create a folder on your computer naming it after the street name of your listing and put all photos in there. Rename each photo the name of the room or location – kitchen, back yard, etc. This will make it easy to add photos to websites, flyers, etc.

\_\_\_\_\_ Get copy of key and place lockbox on property, logging in the serial #, shackle code and CBS code on your listing checklist. Request HOA Covenants.

\_\_\_\_\_ Install Sign, any sign riders and flyer box on property.

\_\_\_\_\_ Make copies of disclosures, plats, floor plans, termite letter, etc for property.

\_\_\_\_\_ Create flyers for property. Use either the templates in Publisher or go to Design Center.

\_\_\_\_\_ Send a personal thank you note for the listing.

\_\_\_\_\_ Order Special Feature Cards.

\_\_\_\_\_ Create Virtual Tour on Design Center and add to FMLS/MLS.

\_\_\_\_\_ Assign lockbox in Supra and on FMLS

### Day 3:

\_\_\_\_\_ Deliver all marketing materials to property. Bring tape to put up your Special Feature Cards.

\_\_\_\_\_ Review MLS/FMLS printout for accuracy, log on checklist and put in file.

\_\_\_\_\_ Add additional photos and disclosure to FMLS, MLS, RE/MAX.com

\_\_\_\_\_ Order "Guess What Your Neighbor Did Last Night" Cards. Email photo, address, price and how many in neighborhood you want mailed to [denise@9321234.net](mailto:denise@9321234.net) They also have templates you can use or tell them you want the template that Holly uses.

Day 4:  
\_\_\_\_\_ Put Client and yourself on Gateway to track activity in neighborhood.

Day 8:  
\_\_\_\_\_ Check all sites to make sure your listing is accurate, photos are on and everything reads well and looks good.

Day 14:  
\_\_\_\_\_ Weekly update call to seller. Discuss marketing put in place.  
\_\_\_\_\_ Review competition in neighborhood and fax flyers to target agents.

Day 21:  
\_\_\_\_\_ Mail feedback report to client.  
\_\_\_\_\_ Weekly update call to seller.

Day 28:  
\_\_\_\_\_ Consider Agent Caravan and/or Open House.  
\_\_\_\_\_ Weekly update call to seller, review pricing strategy.

Day 35:  
\_\_\_\_\_ Weekly update call to seller.  
\_\_\_\_\_ Mail feedback report.

Day 42:  
\_\_\_\_\_ Mail 45 Day Update and call seller to review halfway point.  
\_\_\_\_\_ Fax flyers to target agents.  
\_\_\_\_\_ Consider Open House.

Day 49:  
\_\_\_\_\_ Weekly update call to seller.

Day 56:  
\_\_\_\_\_ Weekly update call to seller. Review pricing strategy

Day 63:  
\_\_\_\_\_ Mail feedback report to seller.  
\_\_\_\_\_ Weekly update call to seller.

Day 70:  
\_\_\_\_\_ Weekly update call to seller.

Day 77:  
\_\_\_\_\_ Mail feedback report to seller.  
\_\_\_\_\_ Weekly update call to seller.

Day 85:

\_\_\_\_\_ Prepare new Market Analysis, call seller to discuss relisting.

\_\_\_\_\_ Get re-list paperwork signed and turned in.

Day 90: File away if not re-listing.