

REALTOR® Marketing the Listing Checklist

Property Address:

TASKS		Confirm
84	Create print and Internet ads with seller's input.	
85	Coordinate showings with owners, tenants, and other Realtors®. Return all calls — weekends included.	
86	Install electronic lock box if authorized by owner. Program with agreed-upon showing time windows.	
87	Prepare mailing and contact list.	
88	Generate mail-merge letters to contact list.	
89	Order "Just Listed" labels and reports.	
90	Prepare flyers and feedback faxes.	
91	Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability.	
92	Prepare property marketing brochure for seller's review.	
93	Arrange for printing or copying of supply of marketing brochures or flyers.	
94	Place marketing brochures in all company agent mailboxes.	
95	Upload listing to company and agent Internet sites, if applicable.	
96	Mail "Just Listed" notice to all neighborhood residents.	
97	Advise Network Referral Program of listing.	
98	Provide marketing data to buyers from international relocation networks.	
99	Provide marketing data to buyers coming from referral network.	
100	Provide "Special Feature" cards for marketing, if applicable.	
101	Submit ads to company's participating Internet real estate sites.	
102	Convey price changes promptly to all Internet groups.	

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TASKS		Confirm
103	Reprint/supply brochures promptly as needed.	
104	Review and update loan information in MLS as required.	
105	Send feedback e-mails/faxes to buyers' agents after showings.	
106	Review weekly Market Study.	
107	Discuss feedback from showing agents with seller to determine if changes will accelerate the sale.	
108	Place regular weekly update calls to seller to discuss marketing & pricing.	
109	Promptly enter price changes in MLS listings database.	