



Listing Checklist - Agent

Professional Preparation

- ☐ Arrive on time - respect the seller's schedule
- ☐ Dress professionally - this is a job interview!
- ☐ Review the seller's file and notes in advance
- ☐ Bring extra pens, notepads and copies of materials

Pre-Listing Materials

- ☐ Deliver your pre-listing package in advance
- ☐ Share market information: odds of selling, neighbourhood statistics, etc.
- ☐ Provide a Comparative Market Analysis (CMA) with sold, active, and expired listings
- ☐ Present a written marketing campaign tailored to their property

Strengthening Their Negotiating Position

- ☐ Recommend a pre-inspection
- ☐ Prepare a list of improvements and repairs
- ☐ Arrange professional measurements for floor plan etc.
- ☐ Schedule septic system inspections
- ☐ Offer staging consultation
- ☐ Coordinate handyman services

Marketing Materials

- ☐ Bring and review colour brochures
- ☐ Show additional marketing materials (feature sheets, social media samples, open house signage)

Home Readiness Checklist

- ☐ Ensure you have all necessary information including disclosures
- ☐ Schedule professional photos
- ☐ Verify MLS details
- ☐ Prepare counter displays and finished marketing materials
- ☐ Install For Sale sign
- ☐ Secure lockbox for showings



Communication and Service

- ☐ Commit to weekly communication - always touch base, even with small updates
- ☐ Provide showing feedback and market activity reports
- ☐ Explain actions being taken to get the home sold
- ☐ Deliver a seamless, high-touch service experience