

START

Seller Interview

- Why do you want to sell?
- Where are you going when you sell?
 - Use [Decision Tree](#)
- Overall Situation (Expectations, urgency, etc.)
- Identify and verify all decision makers
- Basic property stats
- Set listing appointment
- Communication Preference (Email, text, phone?)

Prepare CMA and Listing Presentation

VIDEO

- Use [CMA Worksheet](#)
- Prepare CMA with Presentation Builder
- Determine price range for property
- Prepare marketing plan and timeline

Listing Appointment

VIDEO

- Ask to set stuff down at kitchen table
- Tour home (use this as an opportunity to build the trust and relationship, think about who the target audience is)
- Return and sit at table
- Review CMA and price range, recommend price based on results of your tour and why
- Get verbal agreement to list and set timeline
- Explain listing / selling process
- Determine open house schedule and explain showing time process
- Explain next steps for DotLoop signings

Electronic Listing Agreement

- Dot Loop Listing Agreement
- Video explanation of Listing Agreement
- Share Dot Loop file and send email with video attached at same time
- Notify buyer via text files are sent, next step is for them to watch video, then look at paperwork and complete signing via Dot Loop

Preliminary Documentation

- Send Dot Loop files to seller
- Order preliminary title work
- See [Transaction Checklist](#)

Prepare Marketing Material / Showing Kit

- Home cleaning / declutter
- Professional Photograph
- Matterport VR and Floorplan
- Box Brownie
- Walkthrough video
- Paid advertising
- National Syndication
- Studeo Book
- Lockbox / For Sale / Luke Sign
- PPE Kit (COVID supplies)

Submit to MLS / NextHome Reporting

- See [Transaction Checklist](#) for documentation and view settings
- Set up Showing Time
- Update personal website information

Send Marketing Package to Seller

- Finalize all marketing material and send to seller to SHOW OFF 😊 (see [Transaction Checklist](#))
- Have seller review all information is correct in MLS

Open Houses / Showings

- Host open house as desired
- Post social media campaign
- Add in MLS and NextHome Reporting
- Use [Spacio](#) as sign in sheet
- Follow up with all open house attendees and buyer agents after showings

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