

Listing Checklist

A smooth listing process starts with solid preparation. This section includes a comprehensive, customizable checklist that helps agents stay organized from pre-listing to launch day. Use it to track every detail — staging, paperwork, marketing, and more — ensuring nothing gets missed. Whether you're new or experienced, this checklist keeps your workflow tight and your clients confident. It's your go-to tool for delivering a consistent, professional experience every time.

- [Checklist](#)
- [Listing Paperwork](#)

Checklist

Below is a sample listing checklist. If you'd like to customize or print it, simply click the link. To make edits, be sure to either download the file or make a copy to your own Drive.

[PDF Listing Checklist](#)

[DOC Listing Checklist](#)

Key Date Tracking

Pre-Inspection Date _____

Staging Date. _____

Cleaning Date _____

MLS Data Sheet Signing (final forms) _____

Listing Live Date _____

First Open House Date _____

Key House Info

Square Footage _____

Age Of Home _____

Age Of Shingles _____

Age Of Windows _____

Age Of Furnace _____

Any Defects Needing Disclosure _____

** Bedrooms, Bathrooms, Basement, Garage Spaces and readily known information can be easily found

Pre-Listing

- Initial Call/Visit Information Gathering
- Research - Print Property Line Report
- Research - Print Geowarehouse Report
- Research - Buy Title/Parcel Report
- Research - Buy Square Footage Report
- Research - Check area influences
- Research - Open Permits
- CMA Done
- Listing Presentation Done
- RECO Information Brochure Signed
- Listing Agreement Signed Exclusive
- Complete "A" with ALL services outlined in Listing Presentation
- Confirm If Holding Offers
- Post Listing Presentation Gift Given
- Create Shared Drive For Form Access
- Schedule Auxiliary Services
- Spotlight (All in one)
- Photography

- Videographer
 - Drone
 - Stager
 - Cleaner
 - Pre-Home Inspection
 - MLS Data Sheet Done
 - Listing Agreement for MLS Done w/Service Schedule
 - Fintracker Done
 - Seller's Direction to Hold Offers
 - Listing Information Sheet to Front Desk
 - Lock Box on Front Door
 - Pre-load Listing on Website For Google SEO
 - Load Listing as a Draft (Day Prior)
 - Feature Sheets Ready at Home
 - Schedule Just Listed Flyers to go out to Area Homes
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First Day on the Market

- Load Listing Live by 9:00am
 - Start Boost Campaign on Social Media
 - Confirm Realtor.ca and Website
 - Call Client to Notify Live and Check Listing
 - Book and Promote Open House
 - Check Schedule B and any Attachments
 - Confirm Sign is on Property
 - Set up a Daily Prospect Search for New Comparable Listings
 - Login to Brokerbay and Confirm Info
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First Week on the Market

- Follow up on all Showings
 - Daily Call to Client for Updates
 - Social Posting and Videos
 - Door Knock Area with Flyers - New Listing
 - Door Knock Area with Open House invites
 - Internet Search for Online Exposure
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Weekly

- Weekly Stats Email to Client
 - Daily Showing Feedback Calls
 - Daily Feedback With Client
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After Firm/Closing

- Just Sold Flyers to Area Homes
- Door Knock Area for Potential New Listings
- Closing Day Gift
- Nurture Program "REALTOR® for Life"

Listing Paperwork

All your listing paperwork is located in WebForms or SkySlope. You can access both platforms by signing in through your MLS system of choice (IMS or REALM). We've created custom templates for our agents with pre-populated forms and commonly used clauses to save you time and ensure consistency. For step-by-step guidance on using these tools, log in to Xsel using the link below.

[Xsel Learning Management System](#)

*****Bonus - Our Virtual Offer System makes writing offers even easier by generating them for you — just fill in the details and go. You must be using your Google [Century 21 Email Address](#) to use.**

[Click Here For Virtual Offer.ca](#)

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