

# 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](#)

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## 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

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## 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"

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