The Full Sellers Journey

Selling a home is more than putting a sign on the lawn — it’s a journey. As a Complete Agent, your role is to guide your seller from the very first conversation to long after the deal is done. This systemized, concierge-level approach creates unforgettable client experiences and lifelong relationships. This section gives you a turnkey path to deliver value every step of the way — from staging and marketing to moving day and client care. Follow it, and you’ll turn clients into raving fans.

- Checklist for The Journey

Checklist for The Journey

1. Introducing the Process - Listing Presentation

- ☐ Provide a dynamite *Selling Process Package* (print and digital)
- ☐ Build trust with clear expectations and timelines
- ☐ Deliver a personalized CMA prepared by the REALTOR®
- ☐ Drop off a small thank-you gift after the listing presentation

2. Preparing the Listing

- ☐ Deliver a full *Staging Report* with action items
- ☐ Coordinate storage for extra furniture/clutter
- ☐ Book staging rentals (if applicable)
- ☐ Arrange professional cleaning
- ☐ Schedule a final touch-up before photography
- ☐ Send Access to Google Drive With all Documents and Reports
- ☐ Create Listing Checklist

3. Marketing the Listing

- ☐ Set up *Spotlight Marketing* (listing syndication & featured listings)
- ☐ Coordinate professional *Video Production*
- ☐ Launch *Online Marketing* (listing sites, brokerage pages)
- ☐ Implement a custom *Social Media Strategy*
- ☐ Activate *Facebook Pay Per Click Ads*
- ☐ Send out *Just Listed Postcards*
- ☐ Use *Back At You* for digital exposure and analytics
- ☐ Host Open Houses as per your standard procedures

4. Communication & Feedback

- ☐ Make *Daily Calls* to report showing feedback
- ☐ Send *Weekly Stats Updates* (views, engagement, market trends)
- ☐ Enroll seller in *Listing Alerts* for new/competing listings

5. Negotiation

- ☐ Prepare seller for the *Offer Process* (visually mapped out)
- ☐ Explain negotiation strategies and timing expectations

6. The Move

- ☐ Assist in arranging movers or moving company referrals
- ☐ Help with setting up *Utility Changes* and address updates
- ☐ Keep in touch with *Weekly Check-in Calls* to ensure progress

7. Closing Day

- ☐ Deliver a fresh *Pizza or Treat* to celebrate
- ☐ Drop by or call to congratulate and provide keys
- ☐ Give a thoughtful *Personal Gift* to mark the occasion

8. Ongoing Client Care

- ☐ Offer special perks like a *Limo and Restaurant* experience
- ☐ Enroll them in our *Exclusive Deals Program*
- ☐ Send personalized *Special Occasion Emails* (birthdays, home anniversaries, etc.)