

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.)

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