



### PRE-LISTING

- Review other listings and prepare a valuation
- Contact other listing agents and agents of recently sold listings
- Review the valuation with other agents for a second opinion
- Prepare all necessary agreements and disclosures
- Order the preliminary title report

### LISTING APPOINTMENT

- Discuss the client's goals
- Identify improvements at the property
- Discuss pricing and timing strategies
- Decide if the client and yourself are a good fit
- Execute agreement paperwork, disclosures, and client task list

### POST LISTING

- Conduct a final review of the valuation and any new market activity
- Hire a photographer or take pictures of the property
- Hire a staging company
- Create a video tour
- Measure the interior of home
- Install a yard sign
- Input all data into the MLS database
- Upload disclosures and contract preparation documents to the MLS
- Update any other third-party sites, like Zillow®
- Update the company and your personal website
- Create a website for the property
- Upload property tour video to YouTube
- Share and advertise the property on social media
- Schedule an open house
- Prepare open house marketing materials
- Post open house on social media, Craigslist, and other third-party sites
- Prepare property brochures
- Create "Just Listed" postcards
- Promote the listing to in-house and outside brokers
- Email the market listing to your database

- Monitor market changes; new and sold listings
- Contact the client regarding market changes
- Answer any questions or concerns from the client
- Answer questions from other agents and prospective buyers
- Show the home to any prospective buyers who contact you directly
- Receive offers from other agents
- Review and compare offers
- Contact prospective buyer's lender and verify the buyer's qualifications
- Negotiate and counsel the client on offers
- Prepare estimated net sheets for the client
- Advise other prospective buyers of current offer
- Prepare a counter offer, if applicable
- Execute an acceptable contract

### UNDER CONTRACT OR IN ESCROW

- Send the contract to Stewart Title of Austin
- Update listing status in MLS and other databases
- Upload contract and executed disclosure per local requirements
- Update your calendar with all dates and deadlines
- Request and send HOA documents for the buyer
- Handle the inspection and appraisal requests
- Negotiate any inspection and appraisal issues
- Review any title insurance issues
- Present any modifications, such as date changes, to the client
- Prepare and schedule the closing
- Facilitate utility transfer and any new owner questions
- Execute any remaining documents
- Verify the accuracy of all closing documents

### POST CLOSING

- Upload all documents per brokerage and file storage requirements
- Contact the client regarding move-out and transfer of possession
- Follow up with the buyer's agent regarding move-in and possession
- Contact the client one week after closing for any remaining questions