* + **PRIOR TO LISTING CHECKLIST**
* Documents signed
* Pickup Property Disclosure later if more time needed
* Get 2 sets of keys, one for lockbox one for listing agent
* Get list of upgrades, special features and improvements from seller
* Share strategic partner/vendor lists
* Gather info about:
  + Home security/audio system
  + Any leased items
  + HOA Fees/Transfer Fees
  + Septic
  + Irrigation
  + Pool
  + Utility bills
  + Lot lines
  + Building plans
  + Existing mortgage
  + Additions
  + Inclusions/exclusions
  + Showing instructions
* Input docs in drop box or google drive
* Send seller copy of all docs
* Calendar the following activities
* Assign lockbox
* Order dura flyer from title
* Order home book from title
* Input to MLS as partial
* Docs Tab Upload: Property Disclosure, Lead Paint, Legal Description, Amenities list, Map, Utilities, Building Plans, Additional Seller Disclosures, Home Warranty, etc.
* Disclose in agent remarks if cameras/audio recording devices are present
* Coordinate property condition issues/repairs
* Set up stager before Seller moves out furniture
* Setup declutter storage options
* Set up photographer/virtual tour/drone (don’t include sign in photos per IMLS rules)
* Order flyers once photos are back
* Set up install sign, sign rider and flyer box or have PostReps or TC Sign and Post install
* Create or get url for virtual tour
* Don’t make listing live until it is 100% complete with photos
* Thursdays are the best day to list because you get 4 days on the hotsheet instead of 3
* Load photos into partial listing and label
* Activate on MLS
* Craigslist sync with tour factory
* Create single property website
* Link to virtual tour
* Send just listed postcard out
* Call seller every day for first week
* Call every other day the second week
* Call once a week until offers are received

In addition to the above items on the checklist, I always recommend that my clients put together a **PROPERTY INFORMATION BINDER**that can be left out for buyers to look at during showings.  Be sure to include a cover page describing what makes the house special, pictures and survey maps or aerial photos, additional building plans, past utility bills, receipts or owner's manuals for major appliances, information on major improvements or remodels, notes about trees/gardens/landscaping, HOA and CCR information if applicable, any easements affecting the property, and any other unique maintenance advice and tips.  This binder keeps buyers in the home longer to discuss what they like, shows that you have really cared for the property, and gives them every possible answer to the property and neighborhood detail questions (things you may take for granted living there every day) before anything can turn into an unknown concern or objection.