

Real Estate Listing Checklist

Template for Agents

Pre-listing & Listing

To secure your next listing, prepare for your listing appointment, sign a listing agreement, and ready the property for open houses and individual showings.

Prepare for the Listing Appointment

Familiarize yourself with the neighborhood

Drive past the property

Prepare a [comparative market analysis](#)

Sign a [Listing Agreement](#)

Confirm Property Information

Input Listing in the [Multiple Listings Service](#)

Post Your Sign at the Property

Address Necessary Security Issues

Install a lockbox

Obtain security system info

Prepare the Property for Showings

Have the owner clean the home

Consider [virtual staging](#)

Marketing

Once you finalize a listing agreement with the seller, update the MLS, post a "For Sale" sign at the property, and stage the home, start marketing your new listing.

Capture [High-Quality Listing Photos](#)

Hire [Homejab](#) for professional photography

services [Create a Video of the Property](#)

Film a virtual tour

Capture [drone footage](#)

Send video to leads via email using [BombBomb](#)

Claim the Listing Online

Sign up for [Zillow Premier Agent](#)

[Market your listing](#) using Zillow

Create a Property-Specific [Landing Page](#)

Draft & Share a [Blog Post](#) on Your Website

Design an [Eye-Catching Brochure](#)

Join a Real Estate Caravan

Send the Listing to Your Leads

Segment your leads using a CRM like [Real Geeks](#)

Send marketing materials to a targeted audience

Share the Listing on Social Media

Instagram

[Facebook Ads](#)

Post on Craigslist using a posting service

Circulate Postcards & Door Hangers

Use a platform like [ProspectPLUS!](#) to design and print marketing materials

Schedule an [Open House](#)

Hold Individual Showings

Closing

After your marketing strategy pays off and your listing is under contract, take steps to ensure the transaction closes smoothly and without unnecessary delays.

Calculate Deadlines Under Contract

Identify Closing Agents

Monitor Status of Title Insurance

Track Appraisal & Inspections

Provide the Seller a Moving Checklist

Monitor Status of Closing Documents