Listing Process Checklist

Initial Setup & Required Disclosures

- Provide the Real Estate Disclosure Notice [501] and upload licensee confirmation.
- Provide the Fair Housing Notice [401].
- Provide the Broker Commission Advisory [402].
- Provide the Information About Federal Lead Laws [437].

Market Preparation

- Prepare a Comparative Market Analysis (CMA) and present it to the seller.
- Meet with the seller to review the CMA and discuss steps to make the home market-ready.

Listing Agreements & Required Forms

Have the seller sign all necessary listing forms, including:

- Exclusive Right to Sell - Listing Agreement [408]
- Residential Property Condition Report [403]
- Lead Paint Disclosure [405]
- Concrete Advisory & Disclosure for Sellers & Buyers [407]
- Items Included/Excluded [409]
- Multi-Family Statement [410]
- Rider - Offer Letters [418]
- Authorization of Photography [421]
- Open House Notice [432]
- Audio-Video Surveillance Disclosure [430]
- Vacant Land Statement [420]

Seller Guidance & Communication

- Explain dual agency [504] and designated agency [505] to the seller.
- Coordinate showing appointments and establish preferred communication methods with the seller.
- Discuss the possibility of holding an Open House.
- Inform the seller about the offer process, including expectations and available options.
- Review offer terms and variables, such as price and contingencies.
- Explain the post-acceptance process, including inspections and appraisals.

Marketing & Listing Activation

- Take 20-40 MLS photos and confirm that the key and lockbox are functional.
- Install the For Sale sign.
- Enter the listing in the MLS, ensuring all required disclosures and documents are uploaded.
- Email the seller a copy of all listing documents.
- Create and manage the listing in RBO, tracking documentation and tasks.

Open House & Seller Updates

- If agreed upon, schedule and arrange the Open House.
- Provide required materials and disclosures at the Open House [436].
- Gather and share Open House feedback with the seller.
- Regularly update the seller with showing feedback and activity reports.

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Listing Process Checklist

Offer Negotiation & Contract Management

- Assist the seller in reviewing and negotiating offers.
- Facilitate contract signing and transition the listing to pending status in RBO.
- Coordinate with attorneys and agents on contract details and inspections.
- Ensure the seller completes any agreed-upon repairs and provides documentation to the buyer's agent.
- Follow up with the buyer's agent regarding the closing process and mortgage contingencies.

Closing & Final Steps

- Coordinate the final walkthrough and key exchange.
- Remove the lockbox and For Sale sign after closing.
- Close out the transaction in both MLS and RBO.

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