PRE-LISTING CHECKLIST

Work through this before the listing goes live. Add the forms and steps your brokerage and your state require.

Property address _____

Seller name(s) _____ **Target go-live date** _____

Paperwork

- [ ] Listing agreement signed
- [ ] Seller disclosures completed, as required where you work
- [ ] HOA documents requested, if any
- [ ] Ownership and title details confirmed
- [ ] Property tax information gathered
- [ ] Showing instructions and lockbox plan agreed
- [ ] Occupancy and access details noted

Pricing

- [ ] Comparable sales reviewed
- [ ] Pricing strategy agreed with the seller
- [ ] Price review date set

Home preparation

- [ ] Declutter and deep clean
- [ ] Repairs list agreed
- [ ] Staging plan
- [ ] Curb appeal and landscaping
- [ ] Utilities on for photos and showings
- [ ] Plan for pets during showings

Photos and media

- [ ] Photographer booked
- [ ] Video or 3D tour, if used
- [ ] Floor plan, if used
- [ ] Photos reviewed and chosen

Marketing setup

- [ ] Listing description written and fact-checked
- [ ] Listing page ready, with the lead form tested
- [ ] QR code and flyer ready
- [ ] Social posts scheduled
- [ ] Open house scheduled
- [ ] Email to my contacts ready

Go live

Go-live date _____ **MLS number** _____

First seller update date _____

General guidance, not legal advice. Required forms, disclosures and steps vary by brokerage and location.