# AFTER LISTING AGREEMENT IS SIGNED

* Order luxury yard sign through your admin, add rider with name and cell number.
* Install Lock Box.
* Take picture of Sellers with "For Sale" sign for agent and Sellers to post on Social Media, if desired.
* Arrange a professional photographer & videographer to take photos and videos of interior and exterior of property including subdivision entries, pool areas, etc.
* Measure all rooms and property as needed.
* Complete Showing Times set up with Seller's numbers and information on showings.
* Obtain signed Seller's Disclosure.
* Obtain copies of paid receipts for recent repairs, updates, etc.
* Obtain permits for recent additions/remodels.
* Complete Lead-Based Paint Disclosure.
* Obtain utility information: Past twelve months of gas/electric/water bills.
* Confirm presence of well or septic system.
* Get current mortgage loan information, payoff amounts and loan interest rates.
* Get Home Owner's Association (HOA) contact person information.
* Get copy HOA bylaws, covenants and restrictions, if applicable.
* Get current HOA current fees or assessments.
* Get a copy of survey or plat map if available.
* Obtain keys for front door entry and codes for security panel and keypad.
* Research previous title policy or submit listing for verification to Capstone Title.
* Assist in solving any title problems (boundary disputes, easement, etc.) or in obtaining death certificates or trust information.
* Obtain house plans, if applicable and available.
* Get a copy of recent appraisal, if Seller has one.
* If property is a rental, get copy of lease and rental information such as rents and deposits.
* Collect appliance information and/or system warranties.
* Obtain details if there are additional liens against property.
* Submit listing paperwork to branch admin.
* Enter listing into MLS and upload photos.
  + Print listing flyer from CORE Listing Machine and print color flyers for property. OR Produce/Print your own flyers using MADI Luxury designs.
  + Share website from CORE Listing Machine to your social media pages and share with your Sellers.
  + Deploy Facebook Ad with CORE Listing Machine to your sphere of influence.
  + Share social media graphic from CORE Listing Machine to your social media pages.
  + Verify automatic digital ads deployed for the home once listed using Chalk Digital campaigning.

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* + Add sellers email to Chalk Digital campaign for nightly reporting on marketing efficiency using this technique.
  + Obtain financing options flyer for this property from Preferred Lending Services.
  + If $1M+, automatic syndication to MansionGlobal
  + Send your high-resolution professional images/videos and property description to [LuxuryListings@HSFranchise.com](mailto:LuxuryListings@HSFranchise.com) to be featured on BHHSLuxuryCollection.com and/or the Luxury Collection social media pages.
  + Send your high-resolution professional images/videos and property description to [team@bhhsflpg.net](mailto:team@bhhsflpg.net) to be featured on our local social media pages and in The Luxe Life digital magazine.
  + Use Real Mailers to mail out 50 “Just Listed” postcards to neighboring homes.

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* + Through RealMailers, order at least 50 unaddressed "Just Listed" postcards without postage.
  + Deliver 20 of the unaddressed postcards to neighbors (in person). Keep 30 for open house or face-to-face promotion.
  + Get a copy of Seller's Disclosure and attach to flyer display inside property. Possibly, create Home Book if needed.
  + Send/email "Just Listed" information to 25 agents who have had recent sales in the area.
  + Send/email "Just Listed" information to everyone on your SOI and prospects list.
  + Make color flyers without Seller's Disclosure for flyer box on sign.
  + Set up Seller Report Automation for Sellers in your kvCORE CRM to view activity on property during listing term.
  + Start planning the Grand Reveal event.
  + Compile list of guests to invite to Grand Reveal.
  + Customize the Grand Reveal invitation template in MADI and have it professionally printed by Xpressdocs.
  + Mail out Grand Reveal invitations.
  + Hold Agent Open via eTour at Office Sales meeting or schedule a Tuesday Tour if wanted by Sellers.
  + Use your kvCORE Open House app at the Grand Reveal to collect guest information.
  + Host the Grand Reveal. See the checklist on the Agent Help Site.
  + Follow up with Grand Reveal Attendees.
  + Coordinate showings with Sellers and other Realtors using Centralized Showing.
  + Provide "Special Feature" cards (available on Xpressdocs) for placement throughout home to emphasize features.
  + On your Florida Properties Group agent website, pull up the property detail page and use the "share" button to post to social media, ask seller to do the same.
  + Review Centralized Showing statistics for best price range for showing.
  + Discuss feedback from showing agents with Seller to determine if changes will accelerate the sale.
  + Write "Reverse Offer" with Sellers on any buyer who has looked at Seller's home more than three times.
  + Place regular weekly update calls, texts or emails to Seller to discuss marketing, pricing and Seller Report for Sellers data.
  + Request price adjustments after the two week "Test the Market Phase."
  + Promptly enter price changes in MLS.
  + Review comparable MLS listings regularly to ensure property remains competitive in price, condition and terms. Preview any new listings in the area.
  + \*Consider hosting multiple at property events for those in a higher price range ($1.25 Million+)
  + Talk with Sellers about the purchase of their next home!
  + Refer Sellers to one of the best agents at their destination, if applicable, using RELO Dept.