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| **PREPARATION** | | |
| * **Punch List is complete** | | Make sure entire Punch List is complete and signed off. Get all Final Lien Waivers signed by contractors. |
| * **Clean Property** | | Send cleaning crew to clean entire property inside and out. |
| * **Curb Appeal** | | Make sure curb appeal is 100%. |

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| **PRE-MARKETING** | | |
| * **Re Analyze Comparables** | | Analyze comparables again to make sure your ARV has not changed from when you purchased the home. Set your final list price. |
| * **Install Lockbox** | | Install a lockbox on the property if you are listing the home yourself. If you are having another agent list make sure they install their box. |
| * **For Sale Sign** | | Make sure your For Sale sign is up and very visible. You should always have signage up during construction but you may need to swap out message. |
| * **Property Details** | | Get all property details ready for the property (Dimensions, room count, bed bath, sq/ft, year built, materials, special features, etc.) |
| * **Stage Property** | | Make the home appealing to the highest number of potential buyers. Do not over stage but create emotion by adding furniture. Also define odd areas in home if needed to showcase what can be done there. |
| * **Landscaping** | | Schedule bi-weekly landscaping to ensure curb appeal is kept clean at all times. |
| * **Property Photos** | | Hire a professional photographer to take the best photos possible of all areas of the home. Look online or other listings in your area to locate a professional if needed. |
| * **Virtual House Tour** | | Have photographer put photos together in a album and create a link so that you can use as a virtual tour online and in the MLS. |
| * **Directional Signs** | | Purchase directional signs and place on all major or busy streets driving leads to your house. |
| * **Sign Person** | | Ensure that you have a flyer/sign hanger so you will be ready to distribute all marketing material. |
| * **Video Marketing** | | Make a video walkthrough and post on social media. (optional) |
| * **Local Agents** | | Email list of agents that contacted you during construction. Also pull list of all agents that have SOLD any property near your subject home and email them about the upcoming listing. |
| * **Print Flyers** | | Order as many professional flyers as you will need for all marketing. |
| * **List of Open Houses** | | Pull up a list of upcoming Open Houses that are being held in the area from MLS or online so that you can preview and see what else is available. You should also network with agents there as they may have buyers. |

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| **PRE-MARKETING (continued)** | | |
| * **Caravan Information** | | Find out when and where ALL the local broker caravans are in your area. |
| * **Schedule Broker’s & Public Open House** | | Set the scheduled dates for 1st broker and public open house. (Broker’s open houses differ from standard open house events; they are designed strictly for real estate agents). |
| * **Sponsors** | | Try to get sponsors to pay for marketing if possible. (Such as your lender or agent relationships) |
| * **Buyer Incentives** | | Plan any buyer incentives you may be willing to offer. Such as 3 months or prepaid yard care or cleaning services. |
| * **Seller Disclosures** | | Complete all seller disclosures that are standard and mandatory in your area so you have them ready for when you go to contract. |
| * **Drive By Property** | | Set a weekly schedule to drive by your property to ensure all is beautiful and maintained properly. |