

Post Listing Checklist

Property Address: _____

- I. Upload Completed Listing Agreement and email to your admin or broker for signature ()
- II. Prepare the Listing
 - a. Collect all pertinent property information ()
 - b. Take pictures and videos of the property ()
 - c. Place a sign on the property ()
 - d. Write a narrative for the property ()
 - e. Write a narrative for the video ()
- III. Create My Town Gurus Guided Tour property video ()
 - a. Post video on listing, YouTube page, submit to MTG()
- IV. Submit Listing to MLS(s) including virtual tour ()
- V. Post Listing on company website including virtual tour ()
 - a. Email link to My Town Gurus for posting ()
- VI. Create Brochure of property & Feedback Forms ()
 - a. Print brochures for property ()
 - b. Distribute property brochure ()
 - c. Print Feedback Forms for property ()
 - d. My Town Gurus Just Listed Postcards ()
- VII. Schedule Broker Open House (within 2 weeks) ()
 - a. Send email blast with invitation ()
- VIII. Email Listing Announcement to Brokers & Prospects ()
- IX. Schedule Open House ()
 - a. See Open House Instructions from CSS 101 ()
- X. Keep Log of all calls and showings ()
 - a. Follow Up with Survey for all showings ()