

THE NEW LISTING CHECKLIST

FOR REAL ESTATE AGENTS

HOW TO USE THIS CHECKLIST

Every successful listing follows the same rhythm — and the agents who market listings consistently well aren't relying on memory. They're running a system. This checklist IS that system.

Print a fresh copy for every new listing (or save it to your transaction file) and work through it top to bottom. It covers the complete lifecycle of a listing in five phases:

- PHASE 1** Pre-Listing Prep — pricing, paperwork, and property prep
- PHASE 2** Media & Go Live — photos, tours, and a flawless MLS launch
- PHASE 3** Launch Week Marketing — the critical first 7 days
- PHASE 4** No Offer Yet? — the week-two playbook
- PHASE 5** Under Contract to Post-Closing

Don't overthink it — consistency beats perfection. Check the boxes, communicate with your seller, and let the system do the heavy lifting.



PROPERTY: _____

LIST DATE: _____



PHASE 1: PRE-LISTING PREP

PRICING & RESEARCH

- ☐ Prepare the CMA + pricing strategy
- ☐ Pull tax records & preliminary title check
Verifysquarefootage, legalowners, andanyliens. Everyone on title signs.
- ☐ Prepare a seller net sheet at list price
- ☐ Collect mortgage payoff + utility info from seller

PAPERWORK & COMPLIANCE

- ☐ Listing agreement signed by all parties
- ☐ Seller's disclosures + state/local disclosures complete
- ☐ Review compensation & buyer-broker language
Confirm agreement and MLS remarkscomplywith currentrules.
- ☐ Submit all paperwork to your broker
- ☐ Confirm HOA/condo rules (signs, showings, parking)

PROPERTY PREP

- ☐ Confirm showing instructions with homeowner
- ☐ Consider a pre-listing inspection
- ☐ Staging consult — or AI virtual staging for vacant rooms
- ☐ Send seller a photo-day prep list
Declutter, lights on, carsoutofdriveway, petsaway.
- ☐ Yard sign + lockbox installed; keys & alarm codes collected
- ☐ Set up ShowingTime for scheduling + auto feedback
- ☐ Use "Coming Soon" status if your MLS allows it

PHASE 2: MEDIA & GO LIVE

- ☐ Professional photos (non-negotiable!)
- ☐ 3D tour + floor plan
- ☐ Drone photos/video if the lot or view warrants it
- ☐ Write the listing description
Alcandraftit—alwayseditforaccuracy & fair housing first.
- ☐ Create the property brochure or one-page flyer
- ☐ Input listing into MLS — featured photo is your best shot
- ☐ Share live listing with seller + confirm portal syndication

PHASE 3: LAUNCH WEEK MARKETING

Your listing gets the most attention in its first 7 days. Front-load your marketing here.

- ☐ Send an eFlyer / email blast to local agents
- ☐ Email the listing to your own buyer database + reverse prospect in the MLS
- ☐ Deliver flyers/postcards to 20+ nearby homes
Invitetheneighborstotheopenhouse—neighbors sell houses!
- ☐ Schedule the open house + broker caravan
- ☐ Shoot a walkthrough video
FullversiononYouTube;verticalclips for Reels, FB & TikTok.
- ☐ Post on Instagram + Facebook (carousel + Reel)
- ☐ Google Business Profile post featuring the listing
- ☐ Listing blog post + pin best photos to Pinterest
- ☐ Run a targeted boosted post to your farm area
- ☐ Send seller a marketing summary with links
Sellers who SEE the work refer you.

PHASE 4: NO OFFER AFTER WEEK 1?

Don't just wait and see — work the plan.

- **Send a 2nd eFlyer to agents**
"Open this Sunday" or "price improvement" angle.
- **Refresh the MLS description — new opening line & features**
- **Rotate the featured photo if showings are slow**
- **PostafreshReelwithadifferent hook**
The kitchen this time, not the exterior.
- **Run a second targeted ad to a new audience**
- **Gather ALL showing feedback in ShowingTime**
- **Forward showing feedback to seller within 24 hours**
- **Weekly seller update call/email — every week, no exceptions**
- **Formal price review with seller at day 14 and day 30**
Discuss staging, access — and yes, pricing.

PHASE 5A: UNDER CONTRACT

- **Offer(s) reviewed + net sheet updated for actual offer**
- **Executed contract to broker + all parties**
- **Earnest money receipt confirmed**

PHASE 5B: CONTRACT TO CLOSE

- **MLS status updated (pending/contingent)**
- **Track all contingency deadlines**
Inspection, appraisal, financing, due diligence.
- **Inspection scheduled; negotiate repairs if needed**
- **Appraisal access arranged**
- **Title/attorney + lender contact info shared with all parties**
- **Remind seller to schedule utility transfers + change of address**
- **Final walkthrough scheduled**
- **Closing day: keys, garage remotes, codes ready**

PHASE 5C: POST-CLOSING

This is where repeat business and referrals are made.

- **Remove sign and lockbox; MLS status to SOLD**
- **Closing gift delivered**
- **Request a review/testimonial**
Google + Zillow while the experience is fresh.
- **Ask for referrals**
- **Add seller to your past-client follow-up plan**
Anniversary notes, market updates, annual check-ins.
- **Update your database + social proof**
Post the Just Sold — with your seller's permission.

building**better**agents.

ABOUT BUILDING BETTER AGENTS

At Building Better Agents, we are dedicated to helping agents build successful real estate careers.

We help agents develop a plan, build a database, and work smarter to uncover the keys to success as a real estate agent. All without cold calling, door knocking, and chasing expired listings.

Building Better Agents Founder, Kerry Lucasse, is proud to be an agent and team leader with eXp Realty for over 13 years.

ABOUT EXP REALTY

eXp Realty, one of the fastest-growing brokerages in the nation, is transforming the Real Estate experience. Their family of forward-thinking professionals work together to achieve bold career and life goals.

eXp agents receive unprecedented training and support and can collaborate and learn from professionals around the country in our virtual office. All of the new agents have the support of their broker, a local Mentor as well as their Agent Sponsor.

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