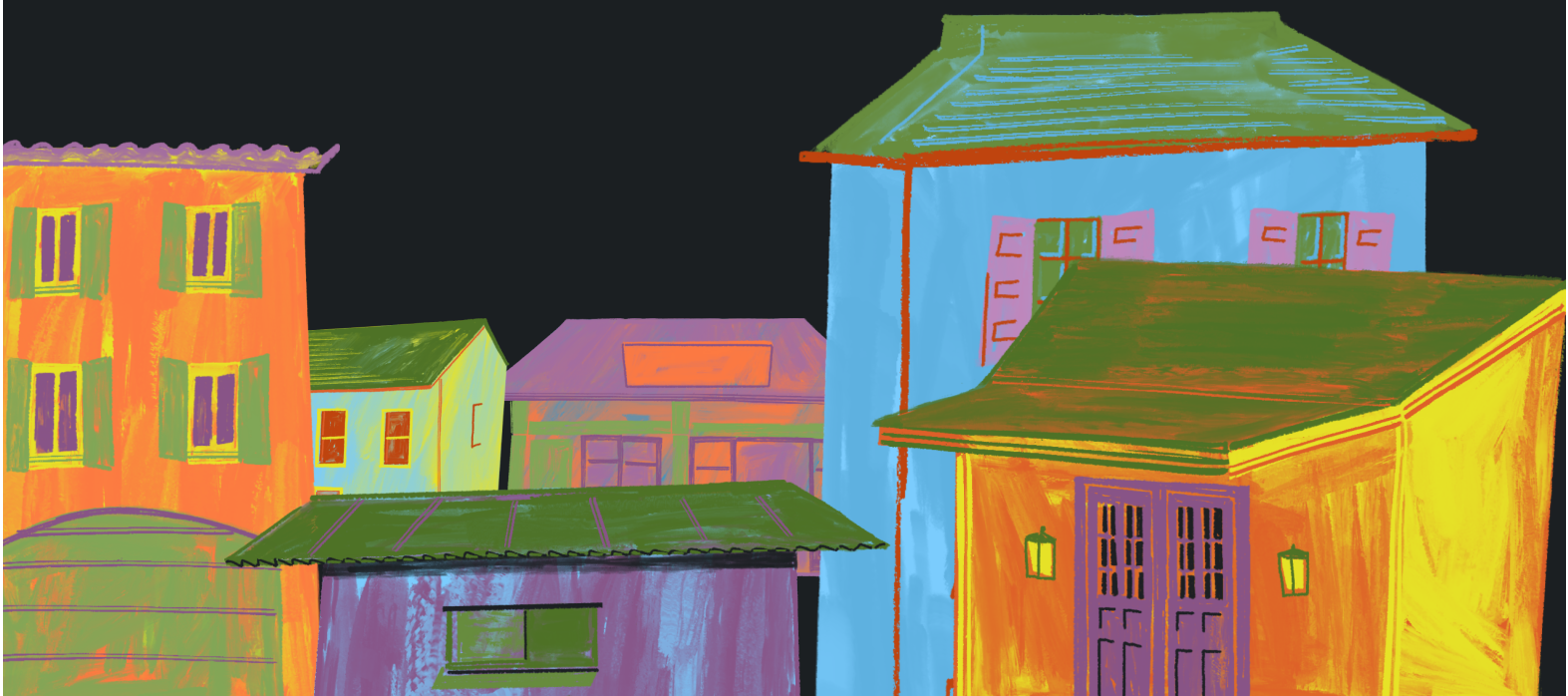


# RE/MAX<sup>®</sup> REVOLUTION

YOU'RE LISTING  
A HOME FOR SALE!!!

*an instruction book by Stacey*



## NEW LISTINGS:

### Comparative market Analysis

#### What is a CMA?

A Comparative Market Analysis (CMA) is a tool real estate agents use to estimate a property's current market value based on recently sold, active, and pending homes that are similar in location, size, condition, and features. Think of it like pricing a car—you wouldn't price a 2020 Toyota Camry by looking at a 2020 BMW or a 1999 Honda Civic. You look for comparable models with similar features, mileage, and condition.

#### Pricing the Property (CMA)

- As soon as you're considered for a listing, begin working on pricing by finding comparable properties that have sold.
- Visit the property to verify that your price reflects reality.
- CMA Tools: MLS, RPR, Toolkit CMA, or manual spreadsheets.
- Review: Sold (within 6 months), Active (your competition), Pending (what's attracting buyers now)
- Quick explanation: You are going to add value to sales price of smaller/older/not as nice comps and you are going to subtract value for larger/newer/nicer comps. You making adjustments to get it to the value it would have been if it were more like your subject property. So if a home is smaller but otherwise comparable you would add value for the lacking square footage and then that will help you know what your subject property could sell for.

#### Here's a step-by-step guide to building a CMA:

##### 1. Gather Subject Property Info and know what you're pricing:

- Location (neighborhood, school district)
- Square footage
- Number of beds/baths
- Lot size
- Year built
- Condition (updated? needs work?)

##### 2. Pull Comparable Properties (Comps) Look for recent sales (ideally within the last 3 to 6 months)

###### These need to be similar in:

- Location - within same subdivision or within ~1 or 2 miles. (You may look quite a bit further away on acreages)
- Size (within 10–20% of square footage)
- Bed/Bath count
- Lot size
- Style (ranch, 2-story, condo, etc.)

###### Also review:

- Active listings (competition)
- Pending sales (market direction)
- Expired listings (what didn't sell and why)

##### 3. Adjust for Differences - THINK THIS WAY:

If my SUBJECT property has something more than the comp property then you add (+) to the comparable price.

If my COMP property has something more then you subtract (-) from the comparable price.

If the feature could be negatively or positively it might be a (±) meaning it could go either way.

**No two homes are identical. Adjust up or down for features, condition, size, amenities.**

These adjustments aren't exact, but a good agent knows the local market well enough to estimate their value.

**4. Determine a Price Range** - Once comps are adjusted, you'll likely land on a range (e.g., \$390,000–\$410,000). Narrow that down based on seller motivation, market trends (hot or cooling?), and unique property features.

**5. Recommend a Pricing Strategy** - Discuss the pros/cons of each approach with the client.

- Aggressive pricing (to generate multiple offers)
- Market value pricing (steady sale in reasonable time)
- Premium pricing (if the home is truly exceptional)
- **Remember the client has the final say on listing price.**

**EXACT PRICE:** When pricing a home, it's important to consider how buyers search online—typically in round number increments like \$100,000 to \$125,000 or \$250,000 to \$300,000. If you price your home at \$99,900, you might think you're appealing to bargain hunters, but in reality, you could be completely missing the buyer who set their search range starting at \$100,000. That buyer will never even see your listing. Similarly, pricing at \$254,900 means you won't show up for buyers searching \$250,000 max, or those starting their search at \$255,000. Instead of aiming for psychological pricing tricks, it's often smarter to price right *on* the increment to maximize visibility and traffic across multiple price brackets.

**Bonus Tips:**

- Keep an eye on price per sq ft, but don't rely on it blindly
- In fast-moving markets, pending listings might be more telling than sold ones – but you will have to call and try to get info on pending sales accepted offer price. Some will give you the info and some won't. Be clear you are trying to price a similar property and that is why you are asking about the accepted sales price.
- Never price emotionally—base it on data

**Contributory value on a CMA (Comparative Market Analysis) refers to:**

The estimated amount a specific feature or improvement adds to (or detracts from) the overall market value of a property—based on what buyers in that specific market are willing to pay for it.

This value is not based on the cost to install or replace an item, but rather on what it's worth in the eyes of buyers in today's market. In a CMA, agents apply these values to make adjustments when comparing similar properties with different features.

**Examples of Contributory Value:**

- Finished Basement with Egress  
May add \$4,000–\$6,000 depending on the price point of the home.
- 3-Car Garage vs. 2-Car Garage  
Might contribute \$7,000–\$12,000 more depending on buyer demand in the area.
- Deck or Patio  
Could add \$3,000–\$8,000, depending on size, condition, and neighborhood expectations.
- New Roof  
Rarely contributes the full replacement cost. It might add \$5,000–\$10,000 in value, but not \$20,000 if that's what it cost to install.

**Key Points:**

- Contributory value can vary by price bracket, neighborhood, and buyer trends.
- It's determined by market data, not opinion—ideally pulled from recent local sales.
- Agents in Central Iowa often use tools like adjusted comps, appraisal guidelines, and price-per-square-foot baselines to calculate it.
- It helps justify the list price or offer price during negotiations and appraisals.

## Contributory Values

Feature & Notes	Value
Amenity - Pool - In Ground Clean & Working	\$15,000 - \$30,000
Amenity - Pool - Above ground Clean & Working - well-maintained, landscaped	\$2,000 - \$4,000
Amenity - Hot Tub - clean, functional, ideally built-in	\$500 - \$2,000
Amenity - Fireplace - Wood Burning	\$2,500 - \$6,000
Amenity - Fireplace - Gas Insert	\$2,000 - \$4,500
Amenity - Fireplace - Electric	\$1,000 - \$2,500
Amenity - Whole House Generator	\$3,000 - \$12,000
Amenity - Solar Panels - owned - owned, not leased	\$5,000 - \$15,000
Amenity - In-Law Suite/Separate Entry	\$14,000 - \$35,000
Amenity - Second Kitchen in Basement - finished, plumbed, usable	\$4,000 - \$9,000
Amenity - Second Laundry Room in Basement - functional, finished area	\$1,500 - \$3,500
Amenity - Wider Doorways - Handicap Accessible - 32"+ doorways throughout	\$1,500 - \$3,500
Amenity - In-Ground Irrigation System - automatic, fully functioning	\$1,500 - \$3,000
Amenity - Wet Bar or Basement Kitchenette - finished, plumbed, usable	\$3,000 - \$8,000
Amenity - Taller Toilets - Comfort Height - in main bath or primary	\$300 - \$800
Bath - Full	\$5,000 - \$8,000
Bath - 3/4	\$4,000 - \$6,500
Bath - Half	\$2,000 - \$4,000
Bath - Tiled Shower vs Acrylic/Fiberglass - full tile surround	\$2,500 - \$6,000
Bath - Jacuzzi Tub in bathroom - modern, working jets	\$800 - \$2,500
Condition - Overall Property Clean vs Dirty - affects buyer perception and offers	\$2,000 - \$5,000
Condition - Overall Property Clean vs Dirty - general cleanliness adds perceived value	\$2,000 - \$5,000
Driveway - Extra Concrete Parking Pad - flat, useable, not cracked	\$1,500 - \$3,500
Driveway - Finish: Gravel vs Concrete	\$2,000 - \$5,000
Elevation - Walkout Basement	\$6,000 - \$10,000
Elevation - Daylight Basement	\$2,000 - \$4,000
Exterior - Brick/Stone Front	\$3,000 - \$12,000
Exterior - Covered Porch	\$2,000 - \$4,000
Exterior - Fence - privacy adds more than chainlink	\$1,000 - \$2,500
Exterior Patio/Deck	\$2,000 - \$10,000
Garage - Extra Stall in Same Structure	\$7,000 - \$12,000
Garage - Detached Full-Size Garage - separate usable structure	\$8,000 - \$15,000
Garage - Attached vs Detached - minor adjustment based on use or appearance	\$1,500 - \$4,000
Garage/Outbuilding - Metal building - Morton-style, unheated. Per sq foot.	\$25 - \$45
Garage/Outbuilding - Pole barn w/ electrical & concrete floor. Per sq foot.	\$40 - \$60
Garage/Outbuilding High-end shop - insulated, HVAC, finished. Per sq foot.	\$60 - \$100
Garage - Heated	\$2,400 - \$3,600
Garage - extra Stall	\$7,000 - \$12,000
Garage - Second Attached Garage - fully usable, separate bay	\$8,000 - \$15,000
Interior - Ceiling Height 9'+ Main Floor - main floor only, visual impact	\$3,000 - \$7,000
Laundry - Main Floor vs Basement/Upstairs - stairs required - main floor more desirable	\$1,000 - \$2,500
Lot - Additional Land - per acre	\$4,000 - \$8,000
Lot - Larger Lot - 1/2 acre to 1 acre	\$6,000 - \$11,000
Lot - Backs to Trees/Park/Pond	\$5,000 - \$10,000
Lot - Cul-de-sac	\$3,000 - \$5,000

Lot - Corner Lot	\$1,000 - \$3,000
Lot - Street Type: Asphalt vs Gravel	\$1,000 - \$3,000
Room - 4 Season Room - fully finished, HVAC connected	\$12,000 - \$18,000
Room - 3 Season Room - insulated, usable spring-fall	\$5,000 - \$8,000
Room - Extra Bedroom - Above Grade on top of sq ft	\$2,500 - \$5,000
Room - Basement Bedroom with Egress on top of sq ft	\$2,000 - \$4,000
Sq Ft Above Grade Finished (per sq ft)	\$40 - \$60
Sq Ft Finished Basement (per sq ft)	\$20 - \$40
Upgrade - Countertops Granite/Quartz vs Laminate - kitchen or main bath	\$3,000 - \$7,000
Upgrade - Updated Kitchen	\$15,000 - \$30,000
Upgrade - Updated Bath	\$5,000 - \$9,000
Upgrade - New Roof	\$7,500 - \$20,000
Upgrade - New HVAC	\$7,000 - \$12,000
Upgrade - New Flooring	\$5,000 - \$10,000
Upgrade - New Siding	\$4,000 - \$7,500
Upgrade - Deck Composite vs Green Treated	\$4,000 - \$10,000
Upgrade - Epoxied Concrete Floor - basement or garage	\$1,500 - \$4,000
Upgrade - Radon Mitigation - installed, not just tested	\$800 - \$1,500
Upgrade - New Water Heater	\$1,200 - \$3,200
Upgrade - Tiled Shower vs Acrylic/Fiberglass - full tile surround	\$2,500 - \$6,000

Use Common Sense When Applying Contributory Values. This guide is meant to help you estimate contributory values based on typical buyer reactions and appraisal logic in Central Iowa. It's critical to remember that these values aren't fixed... they should be scaled appropriately based on the overall value of the home. For example, a \$125,000 house is not going to get a full \$10,000 adjustment for a hot tub or a full \$30,000 for a new kitchen. On the other hand, a luxury home may justify the high end of the range... or even more... if the features are premium and consistent with the rest of the property.

Always apply these values proportionally and within context. The goal is to arrive at true market value, not to inflate or deflate pricing to meet an agenda. Use your judgment. If an upgrade stands out as overbuilt for the neighborhood, it may contribute less value. If it matches what buyers in that price point expect, it may contribute more.

Caution: Contributory value is not the same as cost. Just because someone spent \$20,000 on something doesn't mean it adds \$20,000 in value. Always compare to recent sales, adjust based on what buyers actually pay more for, and anchor your numbers in reality...not emotion. When in doubt, look at how comps with and without the feature sold, and back your pricing with facts, not assumptions.

### **Visiting the property prior to pricing - goals**

- Confirm the property condition and features for pricing
- Create a prep list: decluttering, paint, repairs, etc.
  - Return on investment for repairs/remodeling Tips:
    - Paint = low cost, high impact.
    - Kitchens & baths = closer to full return.
    - Roofs = fix upfront or price accordingly.
    - Landscaping = often low return, but done inexpensively it can have a high impact
- Obtain abstract: Ask the seller where the Abstract is located. Take it at the time of listing and bring to RE/MAX.
- Identify and document reserved items early (TV mounts, light fixtures).
- Bedroom Count: Lots of people search based on bedroom count. Only count conforming bedrooms (with egress and closets). Consider advertising extra spaces as "bonus rooms" to avoid disappointment.

**Abstract** If it's missing, begin calling abstract companies immediately. List is tagged in FB group & included here:

### Iowa Abstract Companies by County

County	Company	Contact	Phone	Email	Courier
Polk	American Abstract	Lana Young	515-283-2266	lana@american-abstract.com	YES
Polk	Bill Blue and Associates	Bill Blue Orders	515-244-3355	orders@billblueassociates.com	YES
Polk	Peoples Abstract		515-244-6119	desmoines@thetitleresourcenetwork.com	YES
Polk	Title Services		515-457-9002	orders@tscdm.com	YES/SLOW
Polk	Iowa Title Polk		515-288-3335	iowatitlepolk@iowatitle.com	YES
Polk	Midwest Community Title (MCT)		515-961-4779	orders@mwctitle.com	YES
Dallas	American Abstract Dallas	Nancy	515-993-1986 / 515-283-2266	nancy@american-abstract.com	YES
Dallas	Bill Blue and Associates	Bill Blue Orders	515-244-3355	orders@billblueassociates.com	YES
Dallas	Iowa Title Dallas		515-993-4214	iowatitledallas@iowatitle.com	YES
Dallas	Russell Abstract & Title	Stephanie McCartney	515-993-4833	SMCcartney@russellabstract-title.com	NOT SURE
Dallas	Title Services		515-457-9002	orders@tscdm.com	YES/SLOW
Dallas	Midwest Community Title (MCT)		515-961-4779	orders@mwctitle.com	YES
Dallas	Peoples Abstract		515-244-6119	desmoines@thetitleresourcenetwork.com	YES
Warren	Iowa Title Warren		515-961-8104	iowatitlewarren@iowatitle.com	YES
Warren	MWC Title/Warren County Abstract		515-961-7479	ordersiowa@mwctitle.com	YES/SLOW
Warren	Title Services		515-457-9002	orders@tscdm.com	YES/SLOW
Warren	Peoples Abstract		515-244-6119	desmoines@thetitleresourcenetwork.com	YES
Jasper	Jasper County Abstract		641-792-6262	orderentry@jaspercountyabstract.com	YES
Jasper	United Land Title		641-792-9211	orders@ultc.net	NO
Jasper	Statewide/Peoples Abstract		515-244-6119	desmoines@thetitleresourcenetwork.com	YES
Jasper	Title Services		515-457-9002	orders@tscdm.com	YES/SLOW
Jasper	Midwest Community Title (MCT)		515-961-4779	orders@mwctitle.com	YES
Madison	Madison County Abstract		515-462-4524	orders@madisoncountyabstract.net	YES
Madison	Title Services		515-457-9002	orders@tscdm.com	YES/SLOW
Madison	Midwest Community Title (MCT)		515-961-4779	orders@mwctitle.com	YES
Madison	Peoples Abstract		515-244-6119	desmoines@thetitleresourcenetwork.com	YES
Statewide	Statewide/Peoples Abstract		515-244-6119	desmoines@thetitleresourcenetwork.com	YES
Statewide	Title Services		515-457-9002	orders@tscdm.com	YES/SLOW
Statewide	Midwest Community Title (MCT)		515-961-4779	orders@mwctitle.com	YES

## **Listing Paperwork – DOTLOOP or WET SIGNATURE**

- You can do everything online through Dotloop or in person wet signature
- Start your loop with the correct TEMPLATE such as listing, buyer sale, or entity owned
- Dotloop Training Available: If you're unsure how to use Dotloop, contact Mindy.
- Some items being incomplete may cause your listing to be held up. Be sure listing documents are complete.
- Documents are subject to change – always use the most current forms in dotloop.

### **Agency Disclosure & Listing Agreement**

Property address, Today's date, County & City, Cash price (list price), Listing start date & exp date, Inside brokerage fee. Seller must select one: Exclusive seller agency or Consensual dual agency (if agreed) and write in the appointed agent's name

### **Estimate of Proceeds** A detailed example is included in the packet

This form helps sellers understand how much money they'll walk away with after all expenses. Accuracy builds trust and reduces surprises, so here's how to break it down:

#### **Top Section: Sale Details**

- List/Sale Price: Enter the expected list or sale price here. This field is critical because it auto-calculates things like Revenue Stamps (state transfer tax), which are based on this number.

#### **Standard Seller Expenses** - These are pre-filled or estimated based on local norms:

- Abstracting – \$650 - This covers the cost of updating the abstract. \$650 is a safe estimate that accounts for properties with complex history (e.g. divorces, bankruptcies). The final cost could vary, but this is average.
- Revenue Stamps – Auto calculated based on the sale price, this will auto fill. No need to calculate.
- Processing & Compliance Fee – \$595 This is your brokerage fee for processing and compliance. Ours is currently \$595. This should not be adjusted unless brokerage policy changes.
- Pest Inspection – \$75 Seller's expense for pest inspection. It's a standard buyer request.
- Deed Preparation – \$100 - Fee to the attorney or title company for preparing the deed.
- Recording Fees – \$50 - Just an estimate, but good to include so it's not forgotten.
- Property Taxes (Prorated) Estimate 9–14 Months of Taxes. Taxes are credited back to the buyer at closing. In some months, sellers may owe more than a year of taxes, so use caution.

Pro tip: Take the annual tax amount → divide by 12 → then multiply by 14.

(This gives you an over-estimate that protects the seller from being caught off guard.)

- Listing Side Brokerage Fee. Your Commission – Try for 3.5%

This is your side of the commission. It goes under "Listing Side Brokerage Fee." Aim for 3.5% if you can negotiate it. (This does not include the buyer's agent fee.)

#### **Liens Section (Payoffs)** - These are debts that will be paid off at closing:

1. First Mortgage or Contract Balance
2. Line of Credit / HELOC
3. Forbearance or Modification Repayment – Any COVID relief or similar payment plans.
4. Interest – Optional, but if you want to get very accurate, estimate interest through closing. Or just use the full payoff amount from the lender.

#### **Negotiable or To-Be-Determined Expenses** - These vary, but be proactive so your seller isn't shocked later:

- Buyer Broker Compensation – Safe to assume 3% here, unless your agreement is different.
- Buyer's Closing Costs – Optional - You can leave it out, but including it helps the seller understand they may be asked to cover some or all of the buyer's closing costs.
- Home Warranty – \$500–\$700 Estimate - If offered include it now so it's in the net.
- Radon Mitigation / Septic Inspection – Optional - Only include if applicable, but it's wise to list them when dealing with sellers who may not fully grasp possible expenses. Better to give a "worst case" estimate and overdeliver.

**Final Line: Net Proceeds** - After all expenses are deducted, the bottom line will auto-calculate an Estimate of Proceeds — this is what the seller can expect to receive after all fees and payoffs.

### **Seller's Disclosure of Property Conditions**

- 4 pages – sellers must complete this themselves
- Agents should not write anything on this form
- Sellers must complete every section
- If something is unknown, they should write “unknown”
- If something is approximate, they should indicate that
- Final page includes space for additional comments

### **Mortgage Payoff Authorization**

Used for title work and Loan payoff

Required details:

- Property address
- Owner's full legal name
- Social Security number (REQUIRED!)
- Date of birth & middle initial (REQUIRED!)
- Answer whether there is a current mortgage
- If yes, include mortgage company
- If there's a second loan (HELOC, etc.), complete the grayed-out section

### **Lead-Based Paint Disclosure** - For homes built prior to 1978

- Listing agent initials Section F and signs at the bottom
- Seller completes only Section A
- Buyer will complete Sections C, D, and E later
- Pamphlet titled “Protect Your Family from Lead in Your Home”

### **Residential Listing Form** (MLS Input Sheet)

- Used for MLS data entry
- Not signed by seller
- Gather information from seller directly or Polk County Assessor site
- Assessor site will provide lots of details - Year built, Total sq ft (main + LL), Lot dimensions & acreage, School
- On assessors site AC will say 100 if central air
- Property taxes through a link

#### How to Find Gross and Net Taxes in Polk County

1. Go to the Polk County Assessor Site and search by property address
2. On the property page, go to “Links and Info”
3. Click on “Treasurer Tax Statement”
4. On the Treasurer site, click “Real Estate” (left-hand side menu)
5. Scroll down to “Tax Installment Detail”
6. Move to the right and click “New Tax Calculation”
7. Select the Township/District

If finished basement sq ft isn't listed on assessor, estimate it and include if applicable.

Page 2:

- Showing instructions
- Checkbox for “Identified buyers only” (use for unique privacy situations)

Page 3:

- HOA or association details
- Room descriptions
- Gross and net taxes

### **Abstract Receipt**

- Only used when you physically receive the abstract from the seller
- Print this form, fill it out, and get a wet signature
- Serves as a receipt only – do not fill it out otherwise.



### **MLS Entry, Sign, Lockbox, and Photos**

- MLS Rules: Listing must be live on the MLS within 24 hours of a sign going in the yard.
- Exception: If a sign goes up Friday, MLS activation is allowed on Monday.
- Do not post signs days ahead of submission.
- Lockbox: Supra lockbox is required. A contractor box may be added, but cannot replace Supra.
- Professional photos are important - no cell phone shots. Brandon Schroder does an excellent job 515.681.6395
- You must upload your own photos to the MLS.
- Ensure pictures are high quality but also accurate—don't overpromise.
- Proofing: Check your MLS listing carefully after submission.
- Ask your client to review remarks and info as a team effort.

**Marketing Remarks** Use to describe the property. Pro-tip: Use ChatGPT list all and ask for marketing remarks.

- 3 bedroom
- 2 story
- Fun oversized deck
- Large pantry
- Southeast Polk Schools
- Manicured yard and various perennial flowers
- Super clean
- New roof 2022 & New HVAC 2024
- Neutral colors throughout
- Backyard playset can stay

With ChatGPT it can quickly become:

This charming 3-bedroom, 2-story gem is move-in ready and packed with updates, including a new roof (2022) and new HVAC (2024) for peace of mind. Step inside to find neutral tones throughout, a large pantry, and a super clean interior that's sure to impress. Enjoy summer nights on the fun oversized deck, surrounded by a manicured yard bursting with perennial flowers. Located in the desirable Southeast Polk school district, this home also features a backyard playset that can stay—just one more reason to make this the perfect home for your crew.

**Agent Remarks & Reserved Items** Use Agent Remarks to communicate: Showing restrictions, Other agent-specific info and reserved items.

**Directions** Use ChatGPT and ask for directions to this address from the nearest major intersection. Trust me.

### **Marketing the Listing**

- Promote Online: Post on Facebook, Instagram, stories, and your business pages.
- Neighborhood Marketing: Call, door knock, mail, or flyer the area. (just listed postcards)
- Let neighbors know the home is for sale—they might know the next buyer! (maybe their family)
- Open Houses: Strongly encouraged. Details and tips are covered in the open house section of your manual.

### **Servicing the Listing**

- Communicate with the seller at least weekly, even if there's nothing new—check in. It builds trust.
- Educate the seller on current market conditions, competition, and how their home compares.
- Provide a weekly activity summary including showings, views, agent feedback, and follow up.
- Review and adjust pricing if activity is low or feedback is negative.
- Update the MLS regularly for accuracy... keep remarks fresh if the listing has been live for a while.
- Revisit and refresh photos as needed... update for season changes, staging updates, or if the current ones oversell the home. Consider adding twilight or drone shots.
- Boost visibility online by resharing on social media or running paid ads strategically.
- Use reverse prospecting in the MLS to contact agents whose clients have viewed or saved the listing.
- Hold open houses. (See separate section on Open House strategy for details.)
- Use ShowingTime, but don't let it replace YOU. You should personally notify the seller about each showing. It shows involvement and builds confidence.
- Double-check the date/time on each showing request. Screenshot the info to seller to avoid confusion.
- Encourage agent feedback. If none is received, follow up personally. Ask... it might help the seller adjust.
- Track showing patterns: If no showings, it's likely a pricing or location concern. If lots of showings but no offers, the photos might oversell the home, or there may be a condition issue.
- Talk with the seller about seasonal upkeep. A cluttered yard, overgrown landscaping, can deter buyers.

Name\_\_\_\_\_

Address\_\_\_\_\_

City State Zip\_\_\_\_\_

Phone\_\_\_\_\_

Email\_\_\_\_\_

<p><b>*AT TIME OF LISTING*</b></p> <p>_____ CMA &amp; Pricing</p> <p>_____ Paperwork signed</p> <p>_____ Start the conversation about the Abstract</p> <p>_____ Obtain Key</p> <p>_____ Sign in yard</p> <p>_____ Lockbox installed#_____</p> <p>_____ Other_____</p>	<p>Personal connections matter! Even if you have nothing report...talk to your seller! Makes a difference!</p> <p>_____ Wk 1_____</p> <p>_____ Wk 2_____</p> <p>_____ Wk 3_____</p> <p>_____ Wk 4_____</p> <p>_____ Wk 5_____</p> <p>_____ Wk 6_____</p>
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**\*AFTER LISTING\***

\_\_\_\_\_ Signed listing paperwork SUBMITTED THROUGH DOTLOOP

\_\_\_\_\_ Photos are scheduled to be taken by professional photographer or you are taking them

\_\_\_\_\_ Directions are complete and accurate in MLS

\_\_\_\_\_ Photos uploaded to MLS Tip: If they are too dark you need to redo them! No cell phone pics!

\_\_\_\_\_ Abstract located\_\_\_\_\_

\_\_\_\_\_ Abstract delivered to REMAX REVOLUTION

\_\_\_\_\_ Review MLS for accuracy Proof your listing! Make it perfect!

\_\_\_\_\_ Just listed on Facebook or other SOCIAL MEDIA

\_\_\_\_\_ Just listed marketing to 20 houses surrounding: \_\_Postcards \_\_Letters \_\_REV Script Calls \_\_Door knock

\_\_\_\_\_ Open Houses completed on (Date)\_\_\_\_\_ (Date)\_\_\_\_\_ (Date)\_\_\_\_\_ (Date)\_\_\_\_\_

\_\_\_\_\_ FOLLOW UP WEEKLY w/ SELLER by PHONE!