

Listing Checklist

PVA \$ _____
Last Deed \$ _____ YR _____ Copy of Deed in file: Yes/ No Copy of Plat in file: Yes/ No
Name Deed is in _____

Date: _____ Time: _____
Source: _____

Property Address: _____ V Card sent Yes/ No

Seller 1 Name: _____ D I S C

Seller 2 Name: _____ D I S C

Status: Married Single Other: _____ POA/Executor: Yes/ No

Home #: _____ Cell 1 #: _____ Work 1 #: _____

Cell 2 #: _____ Work 2 #: _____

Email 1: _____ Email 2: _____

Mailing Address: _____

Agency Disclosure Form Comp'd / Later When: _____

Affiliated Business Arrangement Disclosure Comp'd / Later When: _____

Seller's Net: WC \$ _____ / FMV \$ _____ / SLP \$ _____

Listing Contract/Exclusive Right to Sell/Other: _____ Comp'd / Later When: _____

Lead Base Disclosure Comp'd / Later When: _____

Property Disclosure Comp'd / Later When: _____

Home Warranty: No/ Yes Company: _____ \$ _____

Seller Written Page Comp'd / Later When: _____

Mortgage Payoff Form Comp'd / Later When: _____

Area Information Comp'd / Later When: _____

Monthly Utility Payments Comp'd / Later When: _____

Getting to Know You Comp'd / Later When: _____

Listing Ad Sheet Comp'd / Later When: _____

MLS Profile – completely filled out Comp'd / Later When: _____

Association Management Co.: _____ # _____ \$ _____ / Mo./ Qtr./ Yr.

Commission: _____ %

Performance Warranty/Easy Exit Comp'd / Later When: _____

Listing Report Form

Showing Instructions: *GET KEY* Got Key Yes NO When: _____

Must Have Permission Record & Show Vacant Vacant Land

Security System: No / Yes Code: _____

Lockbox: ELB _____ Spin Dial (_____)

Animals: No / Yes Type: _____

Date to begin showing: _____

Special Instructions: _____

Signage:

Color: Red/Green Type: Picture/No picture

Location: _____ Directional: Yes No

Brochure Box: Yes/ No

Special Card
(Example: Agents, please do not let cat out.)

Pictures:

Preliminary Photos on MP's Camera: Yes/ No

Date: _____ Time: _____

Picture's emailed to Melondie Yes/ No

CMA:

Range: From \$ _____ To \$ _____

Area: K _____ SIC _____

Type: _____ Schools: _____

Bedrooms: _____ Garage: _____

Appraisal: Yes/ No Who Pays? _____

Whole House Inspection: Yes/ No Who Pays? _____

Termite Inspection: Yes/ No Who Pays? _____

Other: _____ Yes/ No Who Pays? _____

Client Appreciation:

Yes/ No

Flowers: \$25/ \$40 Other: _____

CHECKLIST –

- _____ Explain Agency and Sign KY Consumer Guide to Agency Relationship brochure
- _____ Explain Notice of Advertising Requirements and sign
- _____ Explain Lead Based Paint Disclosure and have client complete and sign
- _____ Explain Sellers Disclosure of Property Condition Disclosure and have client complete and sign
- _____ Complete Sellers Net Sheet and have client sign, give copy to client
- _____ Complete Exclusive Authorization to Sell Contract and have client sign
- _____ Confirm property is in clients name, if not, who? _____
- _____ Complete Appointment Instructions form and confirm all showing information
- _____ Explain the benefits of the home warranty during the listing, when it gets paid for and by whom
- _____ Explain how the team works and who is responsible for what
- _____ Tell the client we will mail them a copy of the entire listing contract, all disclosures & all documents signed
- _____ Give client team brochure (with pictures)
- _____ Complete MLS input sheet
- _____ Have client complete the Area Information form
- _____ Have client complete the Seller Written Page form
- _____ Have client complete the Mortgage Payoff form
- _____ Have client complete the Getting to Know You form
- _____ Have client complete the Monthly Utility Payments form
- _____ Measure all rooms in the home or tell client our office will call them to schedule it
- _____ Take interior and exterior pictures of the home or tell client our office will call them to schedule it
- _____ Tell client if an appraisal will be ordered and who will pay for it
- _____ Tell client what marketing will be done for the property
 - _____ MLS – NKMLS.com
 - _____ NKYHomes.com
 - _____ MrMike.com
 - _____ Realtor.com
 - _____ MikeParker.com (Real Pro)
 - _____ HomeDebut.com (Tour Factory)
 - _____ LiveDeal.com (Tour Factory)
 - _____ Personal Website
 - _____ HUFF.com
 - _____ YouTube.com (Tour Factory)
 - _____ Harmon Homes online
 - _____ Harmon Homes print media
 - _____ Sign/ brochure box/ lockbox
 - _____ Broadcast emails
 - _____ NKMLS Talk
 - _____ Target Marketing (email/ voicemail/ snailmail)
- _____ Tell clients marketing timeframe of approx. 2 -3 business days for all marketing to take affect
- _____ Tell clients about monthly marketing and property updates from listing agent and or MP
- _____ Tell clients how price reductions are addressed should the need arise