NJ Real Estate

Listing Appointment Checklist for Real Estate Agents

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BEFORE THE APPOINTMENT

Learn Before You List!

Gather property details, history, unique features, and don't forget its location, location, location – understand the benefits of owning and living in the neighborhood of the property.

Dive Into the Numbers

Prepare a Comparative Marketing Analysis (CMA). Estimate the value using data from recently sold similar properties and market trends.

Know Your Client

Review preferences and specific goals. Tailor your presentation accordingly.

Listing Presentation Materials

- [ ] Branded Folder
- [ ] CMA
- [ ] Marketing Plan
- [ ] Brief Bio
- [ ] Testimonials
- [ ] Success Summary
- [ ] Business Cards

Pre-Listing Package

- [ ] Send a pre-listing package to the client in advance
- [ ] Include a cover letter
- [ ] Your Bio
- [ ] Your brokerage's services and niche (if any)

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DURING THE APPOINTMENT

Make a strong first impression, arrive a few minutes early and ready to build a new relationship

Conduct a thorough walkthrough of the property, highlighting benefits and photos for reference.

Activate your listening skills! Let the client express their goals and concerns. Listen attentively to their needs and preferences. Take notes when appropriate.

Deliver a compelling listing presentation that includes:

- [ ] The CMA and an explanation of pricing strategy.
- [ ] Your marketing plan, including online and offline strategies.
- [ ] A detailed timeline of the listing process.
- [ ] Any additional services your brokerage provides (staging, professional photography, etc.)

Be prepared. Answer any questions or objections the client may have. Your training and prep will come in handy here. Be honest and manage expectations and let the seller know when you'll reach out with answers to questions that you did not have the answer to.

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Have any questions? Reach out at hello@burgosrealty.com

AFTER THE APPOINTMENT

Don't forget to follow-up! Send a thank-you email or note to the client after the appointment. Reiterate your commitment to their real estate goals.

Prepare Listing Agreement and necessary documents if the client agrees to list. Prepare documents promptly aligned with your discussion and what you know about the property. Include agreed-upon timeframes and list price.

Implement Marketing Plan according to agreed upon timeline. Coordinate professional photos, staging, signage and any other necessary services.

Stay in touch with the client. Offer regular updates on the progress, and provide valuable insights and recommendations.

When offers come in, communicate with your client as required and utilize your negotiation skills to secure the best possible deal for your client within the agreed-upon parameters.

Guide the client through the closing process, ensure all paperwork is completed accurately and on time and the property is in the contracted condition.

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CLEARED AND CLOSED!

Congrats!

Request feedback from the client and ask for referrals and reviews.

PS. Don't forget to put funds aside for future marketing, training, and mandatory expenses

Remember, continuous training and improvement are essential in the real estate industry.