

# PRE-LISTING CHECKLIST

## Components to your pre-list package

### 1 INFORMATION ON YOU

- An introductory cover letter and table of contents
- Personal profile
- Your Real Estate experiences
- List of achievements, awards, distinctions
- Association positions held, education, degrees
- Personal market share, ranking in the area
- Community Service provided
- What clients have grown to expect from you
- Benefits to listing with you
- Photo, name and biography of each team member, their responsibilities, and their role within the team.

### 2 INFORMATION ON YOUR COMPANY

- Market share
- Sales records
- Awards
- Reasons to list with your company
- Company comparison chart
- Company brochure if available

### 3 TESTIMONIALS

- Include two to four testimonials from past clients.
- Highlight their success, for example - "SOLD IN 5 DAYS FOR 96% asking price."
- Include photos of your clients with their testimonial
- Mention that references are available upon request

### 4 MARKETING PLAN

List the things you do differently or Uniquely from your competition.

#### 7 Elements to Your Marketing Plan

- Advertising
- Signage
- Open House/Tours
- Professional Services
- Client Care
- Negotiation Skills
- Satisfaction Guarantee - My commitment to you

### 5 EDUCATE THE SELLER

- Selling Information
- Introduce Pricing Philosophy
- Key to Successful Showings
- Getting Your Home Ready
- Local Market Activity Information
- Seller Checklist
- 10 Top Features of My Home
- The step by step listing process

### 6 INTRODUCE PRICING

- Setting the right price
- Risk of over pricing
- Local market activity information

Don't wait for everything to be perfect, just get started. You will adjust, tweak, improve and update your package as long as you are in the business.

#### Tips to Putting Together Your Pre-Listing Package

- Needs to look professional
- It should be clean and easy to follow
- Have your branding on each page
- Have it delivered in branded envelopes/packaging
- Be different and separate yourself from the competition without saying a word