

THE LISTING TIMELINE

Pre-Market Preparation

Listing Meeting + Discovery

- » Market Analysis
- » Pricing Strategy



Marketing

- » Professional Photography
- » Floorplan Drawings
- » Design Print Ads + Postcards
- » Plan Targeted Digital Ad Campaigns
- » Plan Social Media Campaign
- » Email Campaign
- » Home Brochures



House Prep

- » Cleaning + Repairs
- » Home Upgrades + Renovation
- » Staging
- » Window Washing
- » Disclosures
- » Inspections
- » Coming Soon Sign

On Market

Live on MLS

- » Print + Online Campaigns Begin
- » Broker Tour
- » Open House Dates
- » Review Agent + Buyer Feedback
- » Market Update



Receive Offers

- » Negotiations + Acceptance

In Contract

Sale Pending

- » Escrow Opened
- » Deposit to Title
- » Property Appraisal
- » Buyer Inspections
- » Negotiations, if any



Contingency Removals

- » Sign Off
- » Walk Through Property

Close of Escrow