

Steps in the Listing Process

Step 1: Pre-Listing Activities

- In-person home visit and introduction
- Listing information overview including market analysis and strategy
- Home walk through
- (optional) Have a pre-sale home inspection - be proactive and make repairs now!
- (optional) Get replacement estimates on mechanics
- Walk through the listing process from beginning to end

Step 2: Preparing Your Home for Listing

- Organize and clean, de-clutter, and straighten up
- Spruce up the outside of the home: backyard, driveway, sides
- Locate and compile home information:
 - Maintenance guides, user manuals, warranties, instruction, etc.
 - Service and trade contacts
 - Utility bills
 - Obtain the name of your mortgage company, contact information, and loan number
 - Obtain the name and contact info for neighborhood or condo associations
- Fill out Seller's Disclosures
- Provide extra key for lockbox for agents to access the home

Step 3: Initial Listing Activities

- Review listing documents
- Photographs and measurements taken
- Lockbox and sign installed
- Schedule agent open house and/or public open houses

Step 4: Marketing Procedures

- Marketing brochures, disclosures, and listing tickets placed in home
- Post cards sent to 200 neighbors
- Home is immediately uploaded to hundreds of website including: Michigan MLS, Realtor.com, MoveinMichigan.com, Trulia.com, Zillow.com
- Reverse Prospecting notice sent out to all agents who have potential buyers
- Showing feedback provided after each showing appointment
- Contact with seller on a regular basis to give updates
- Communication guaranteed