

Checklist



Peggy McCartney listed a beautiful home, sent out 100 postcards inviting the neighbors to her Seller Listing Launch® Open House. She made the card very welcoming and also encouraged these neighbors to sign up for a chance to win a trip to Cancun. By Sunday, Peggy had over 200 visitors to her Open House! 30 of them were neighbors. She is currently working on two listings in the area as a result!

Susie Luby

Managing Broker, Spokane

Seller Listing Launch[®] Checklist

1. Seller Prep (*Complete Week before Launch*)

- Seller Consultation
- Seller Listing Launch[®] Conversation and Early Entry for Neighbors[™]
- MLS Listing Agreement with Delayed Launch (if available)
- Repairs done if needed
- Home Decluttered, Cleaned and Staged to create a more spacious home
- Yard Ready (Front and Back Yard)

2. Marketing Prep (*Complete Week before Launch*)

- Professional Photos
- Write Descriptive Marketing Copy for Flyers, MLS and JohnLScott.com
- Order Early Entry for Neighbors[™] Door Hangers or Post Card Invitations
- Immediately register Open House on MLS
- Add additional photos to listing on JohnLScott.com
- Virtual Tour, Video, or Matterport 3D Walkthrough (optional)
- Contact johnlscott.com/boost for additional digital advertising (optional)
- Ensure Yard Arm Sign has both: “Special Kick-Off Weekend[™]” Sign Topper and “Instant Mobile Search” sign riders (www.johnlscott.com/12345)
- Visit other homes for sale in Neighborhood

3. Office Meetings

Announce upcoming new listing and Early Entry/Special Kick-Off Weekend[™] Open House

4. Early Entry for Neighbors[™] Open House

Eight percent of sales occur through word of mouth. Promote new listings to neighbors, seller’s sphere, and broker’s sphere. Hold an Early Entry for Neighbors[™] on Saturday from 12 pm – 1 pm.

Early Entry

- Distribute Neighborhood Invitations – Post Cards or Door Hangers
Invite Neighbors to Early Entry.
- Send Seller Email to be forwarded to Seller’s Sphere of Influence
- Have Seller post link of Property Detail Page on Social Media Sites
- Email Invitation to personal Sphere of Influence
- Post on Social Media Sites
- The “Early Entry” could also be marketed to the general public. Optional: add “Early Entry” to the Property Detail Page on JohnLScott.com and Flyer

Early Entry Event (*Complete Day of Event*)

- Call Seller – Make sure home is Ready to Show
- Attach Early Entry Topper on Special Kick-Off Weekend[™] A-Board the day you Launch
- Set Out A-Boards with Early Entry Toppers at Main Intersections in Neighborhood

- Gather Food/Drink Refreshments for Guests (permission based only)
- Buy Flowers
- Arrive at Home 30 Minutes Early
- Place Balloons in Front of Home
- Home Prep – Make Warm and Inviting
- Turn on Lights
- Turn on Music
- Open Curtains
- Turn on Fireplace (if applicable)
- Set out Food/Drink Refreshments
- Set Up Registration and Greeting Area
- Have Win-A-Trip Forms or Guest Registry available
- Place Flyers or Brochures of Property Information at Registration Area
- Place Business Cards at Registration Area
- Place “Selling Your Home – Marketing and Pricing Strategies” Booklet at Registration Area (Bring extra copies)
- Place “Home Buying System” at Registration Area
- Place “Certified Market Ready” Flyers at Registration Area
- Place Additional Marketing Handouts (if applicable)
- Bring computer or Tablet to show GPS Home Search App

Early Entry for Neighbors™ Follow-up *(Complete Just After Early Entry Event)*

- Change Yard Arm Topper and A-Board to “Special Kick-Off Weekend”
- Send Report to Seller or Listing Broker
- With permission, sign up neighbors, Open House Guests and Win-A-Trip entries to Property/Neighborhood Tracker

5. Special Kick-Off Weekend™ Materials (See Early Entry Checklist)

Special Kick-Off Weekend™ Prep *(Complete after Sneak Preview Open House)*

- Send Seller Email to be forwarded to Seller’s Sphere of Influence
- Have Seller post link on Social Media Sites
- Email Invitation to personal Sphere of Influence
- Post on Social Media Sites
- JohnLScott.com (add “Special Kick-Off Weekend™ Open House” to online Property Detail Page)

Signage (Morning of Special Kick-Off Weekend)

- Place “Special Kick-Off Weekend” Flyers in Flyer Box prior to Weekend
- Attach “Special Kick-Off Weekend” Topper to Arm Post (Open Sat-Sun 1-4 p.m.)
- Use “Special Kick-Off Weekend” A-Board Toppers

Special Kick-Off Weekend™ Event *(Complete Day of Event)*

- Call Seller – Make Sure Home is Ready to Show
- Set Out A-Boards with “Special Kick-Off Weekend™” Toppers at Main Intersections
- Gather Food/Drink Refreshments for Guests (permission based only)

- Buy Flowers
- Arrive at Home 30 Minutes Early
- Place Balloons in Front of Home
- Home Prep – Make Warm and Inviting
- Turn on Lights
- Turn on Music
- Open Curtains
- Turn on Fireplace (if applicable)
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- Place “Selling Your Home – Marketing and Pricing Strategies” Booklet at Registration Area (Bring extra copies)
- Place “Home Buying System” at Registration Area
- Place “Certified Market Ready™” Flyers at Registration Area
- Place Additional Marketing Handouts (if applicable)
- Bring computer or Tablet to show GPS Home Search App

Special Kick-Off Weekend™ Follow-up

- Remove Yard Arm Topper and A-Board at end of Open House
- Send Report to Seller or Listing Broker
- With permission, sign up neighbors, Open House Guests and Win-A-Trip entries to Property/Neighborhood Tracker™

For Remote Markets

In second home or remote markets, Open Houses may not be a major part of buyer search patterns. In these areas, hold “Special Kick-Off **Saturday**” with the “Early Entry for Neighbors™” one hour prior to the Open House on Saturday. It is important to create an event to attract attention.

6. Broker’s Open

Real Estate Industry Broker Open Prep (Complete on Monday)

- Send out special invitation to select Brokers
 - “VIP Broker Open”
 - “Special Broker Open”
 - “New Listing Broker Open”
- Invite brokers who work the neighborhood and community
- Invite brokers who have buyers and have been showing other listings in this price range (reverse prospecting)
- Check MLS area day and time for Broker’s Open
- Extend Broker Open an hour before or hour after MLS time for Special Broker Open