

## 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<sup>®</sup> Checklist

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

- Seller Consultation
- Seller Listing Launch<sup>®</sup> Conversation and Early Entry for Neighbors<sup>™</sup>
- 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<sup>™</sup> 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<sup>™</sup>” Sign Topper and “Instant Mobile Search” sign riders ([www.johnlscott.com/12345](http://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<sup>™</sup> Open House

## 4. Early Entry for Neighbors<sup>™</sup> 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<sup>™</sup> 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<sup>™</sup> 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
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- 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