SELLER LISTING LAUNCH® ROLLOUT SEQUENCE

100% Seller Representation

Seller Commitment
Signed Listing

Contractor Services
Seller Contract with Repair Services

Repair & Improvements
[2 days - 2 weeks]

Photo / Video shoot
Editing Photos
Compose Property & Photo Public Remarks

Clean, Declutter, Stage & Home Preparation
Curb Appeal

Cleaning / Staging / Decluttering Services
Prepare for Photo shoot
Schedule Photographer

Photos / Property Description

Obtain 5 Digit (Short) Code

Obtain 5-Digit Code for marketing materials from your MyDesk Listing Manager

Preload property information into MLS and save (do not activate until launch)

Order Collateral Materials from Vendors

5 Digit Code on:
Flyers / Mini / Perma-Flyer
Instant Mobile Search Rider
Options:
Early Entry Invites
Postcard Campaigns

LAUNCH LISTING DAY/ Place Onsite Marketing Materials

Once Yardarm is installed:
Deliver Collateral Materials to Property & Neighbors
Confirm Seller O.H. Ready

Activate MLS – input Open House in MLS
Listing Boost and Open House Boost submission
Every Neighbor Campaign

Early Entry for Neighbors (SATURDAY) / Public O.H.

Have Listing Presentation Box with Marketing Materials at Early Entry & Open House
Buyers and Sellers Conversations

Public O.H.

Registration Forms
Collateral Material
Property Tracker
Mobile App
Win-A-Trip Forms

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