THE TOPPRODUCERGROUP LLC

Seller Marketing Checklist

1. Does the seller have a reason to sell, a place to go, and a time to get there?
2. Does this home create a good first impression? Staging? Carpet & paint program?
3. Has the seller detached emotionally from the house? How can we help them?
4. Has the seller de-personalized the house? How can we help them?
5. Has the seller de-cluttered the house? How can we help them?
6. How many homes of this style and price range are for sale in this area?
7. How many homes of this style and price range sold in the last quarter?
8. How does this home compete with new construction?
9. Has the seller adjusted the price for location, condition, and any obsolescence?
10. What price should this be to sell in the time frame requested by the seller?
11. Is this property priced "at the front of the line" relative to competition? Will it be one of the top 2 or 3 properties picked by a buyer for this area, price range, and style?
12. How can we set this property apart from the crowd?
13. Do we have a decent photo – season, angle, exposure?
14. Do we have brochures and a counter display in the home? Brochure box?
15. Does the property brochure and counter display have complete information that answers the buyer's questions? Is there enough information for them to write a contract without tracking down the listing Realtor?
16. Does our sign look new and fresh?
17. Is the house properly staged **before** we tour it virtually or physically?
18. Do we make it easy for buyers and Realtors to get information on this property?
19. Is the listing file complete and easily available?
20. Are showing instructions simple, clear, and complete?

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21. Is this home easy to show?

22. Does this home have a lock box on? What is the number of the box?

23. Are we offering the best financing terms available?

24. Is the Seller available to review contracts? Have they been coached to let me know where they are if they leave town? Are they mentally prepared to accept a contract?

25. Can a buyer get possession quickly/easily?

Source: Ninja Selling

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