

Knolly's 46 Step Listing System

PRE-LISTING

- Step 1. Generate Seller Prospect.
- Step 2. Initial Phone Consultation with Seller Questionnaire.
- Step 3. Send Seller Prospect Your Follow-up Email.
- Step 4. Input the Prospect into Your Database.
- Step 5. Do Comparative Market Analysis (CMA) and Research.
- Step 6. Phone Consultation with Seller Prospect and Set the Listing Appointment.
- Step 7. Send Seller Prospect a Follow-up Email.
- Step 8. Drop off Your Pre-Listing Package.
- Step 9. Draw up the Listing Docs.
- Step 10. Confirm the Listing Appointment and Request that the Seller Homework Be Filled Out Ahead of Time.
- Step 11. Conduct the Listing Appointment and Secure the Listing.

LISTING SETUP

- Step 12. Collect Property Survey.
- Step 13. Prepare the House for Sale.
- Step 14. Set Up the Property.
- Step 15. Order Professional Photography.
- Step 16. Write the Property Description.
- Step 17. Input the Listing to MLS.
- Step 18. Upload Docs to MLS.
- Step 19. Upload Photos to the MLS.
- Step 20. Review the Listing and Make it Active (GO LIVE!).

LISTING SERVICING

- Step 21. Set Up the Listing in Your Database and Start the Transaction.
- Step 22. Initiate and Invite Seller to the Online Transaction.

- Step 23. Set Up an Action Plan for Your Listing
- Step 24. Initiate Marketing Plan for Your Listing.
- Step 25. Set Up Electronic Showing Feedback.
- Step 26. Set Up "Weekly Update" Email Drip Campaign to Seller with Link to Your CRM.
- Step 27. Make Periodic Price Adjustments.
- Step 28. Receive and Negotiate Offers.

CONTRACT TO CLOSE

- Step 29. Update MLS Status to *Pending*.
- Step 30. Initiate *Closing* Action Plan.
- Step 31. Congratulatory Call and Email to Seller.
- Step 32. Send Executed Contract to Seller.
- Step 33. Negotiate Any Post-Inspection Items.
- Step 34. Send *Client Information Sheet* to Escrow Office.
- Step 35. Weekly Contact and Updates to Seller.
- Step 36. Submit All Documents to Your Compliance Department.
- Step 37. Send DA and DI to Escrow Office.
- Step 38. Handle All Closing Details.
- Step 39. Review *HUD-1 Settlement Statement* with Seller.
- Step 40. Attend Closing.

POST-CLOSING

- Step 41. Send Post-Closing Gifts to Seller and Buyer.
- Step 42. Send *Homeowner's Tip Guide* to Buyer.
- Step 43. Update the Transaction in Your CRM.
- Step 44. Add Buyer to Your CRM.
- Step 45. Send Seller Your *Post-Closing Seller Survey* via Email.
- Step 46. Pick Up Your Sign and Lockbox.