



# DESIGNER

REAL ESTATE GROUP



LISTING GUIDE

let's see what's possible

2023 EDITION



# LISTING GUIDE

6 simple steps to achieve top dollar for your home.

## 1 INITIAL LISTING CONSULTATION

Meet your professional listing agent to discuss the expectations for your home. Together we will outline the steps and identify everything included in your custom listing plan. Have your calendars ready at this appointment – we will be selecting dates for the important upcoming deadlines. This meeting is 45 minutes to 2 hours. If we are a perfect match, we will be putting your home measurements into the computer to start the staging process.

### STAGE MEASURE

DATE/TIME:

## STAGING REVEAL

Included in every listing is Sam's professional designer eye. She will hand over the staging plans to best showcase your things in your home. At this meeting we will also review pages 4 & 5 "Ready-for-Market" and "Showing Reminders" checklists.

### STAGE REVEAL

DATE/TIME:



## 3 PHOTO/VIDEO SESSION

Our professional photography team lead by our own in-house professional videographer and agent, Travis, will be there day after your staging is complete. Travis will ensure each picture highlights the most excellent attributes of your home. Your photo package will include interior & exterior photos, video tour and drone footage if applicable.

### PHOTO/VIDEO SESSION

DATE/TIME:



# 4 ACTIVE ON THE MARKET!

Today is the big day! In addition to being listed on the largest Multiple Listing Service in your market your home will also be shared nationwide on eXp Realty's Workplace Group which has nearly 50,000 active agents! We request feedback on your home from every agent that walks through your door and will be sharing this live information with you. When offers come rolling-in the team reviews all contracts and organizes them into a presentation. We then coach you to make the best decision for you and your family.

## ACTIVE ON MARKET

DATE/TIME:



# 5 OFFER ACCEPTED

Throughout the transaction we continue to negotiate on your behalf to make certain you net the top dollar for your home. Our process paired with relationships in the industry support in our smooth and on-time closings.

## OFFER ACCEPTED

DATE:

# 6 CLOSING

Cheers!! Now, let's get you paid! Be sure to key us in on your next move – don't be surprised to come home to a few goodies on your doorstep from time to time!



## CLOSING

DATE/TIME:

# LISTING GUIDE

## Ready-for-Market & Showing Reminders Checklists

### READY FOR MARKET CHECKLIST

Collaboration and communication is the key to our marketing strategy. This checklist is your timeline and will keep you on-track every step of the way. You are a big component to our successful launch - you drive the timeline. With your help and dedication we can have you effectively listed in as little as 4 days from our Initial Listing Consultation.

- INITIAL LISTING CONSULTATION  
date/time:
- STAGE MEASURE:  
date/time:
- STAGING REVEAL (PLANS WITHIN 24 HOURS AFTER SIGNING LISTING AGREEMENT)  
date/time:
- STAGE READY HOME (DUE ONE DAY PRIOR TO PHOTOS)  
date:
- PHOTO SESSION  
date/time:
- FINAL PHOTOS RECEIVED (48 HOURS AFTER SESSION)  
date:
- MARKETING MATERIALS COMPLETED  
date:
- SHOWING READY (DUE ONE DAY PRIOR TO ACTIVE ON MARKET)  
date/time:
  - CUSTOM FLYERS PRINTED AND DELIVERED
  - BOOT COVERS / SANITIZER BASKETS DELIVERED
  - YARD SIGN INSTALLED
  - HIGH-SECURITY LOCK BOX INSTALLED
- ACTIVE ON MARKET  
date:
  - LIVE ON MLS (CONNECTS IMMEDIATELY TO ZILLOW, REALTOR.COM, REDFIN, ETC!)
  - POSTED ON EXP WORKPLACE (OVER 50,000 ACTIVE AGENTS!)
  - SOCIAL POSTS TO OUR PERSONAL SPHERE (8000+ POTENTIAL BUYERS)

# SHOWING REMINDERS CHECKLIST

We all know first impressions are everything, but we are realistic and know this list can feel overwhelming. Our clients would tell you “the more you focus on completing the items on this list for every showing, the less you will have to show your home.” Your buyer will want a home that is well taken care of. This list will show them how much you loved them home and so will they!

- ALL GARBAGE CANS ARE EMPTIED
- ALL COUNTERTOPS AND SURFACES ARE WIPED DOWN
- BEDS ARE MADE AND ALL SPACES ARE TIDIED
- DISHES ARE PUT AWAY - NO DIRTY DISHES
- PET BOWLS/BEDS/LITTER BOXES/TOYS ARE CLEANED AND HIDDEN AWAY
- PET ARE TAKEN WITH YOU - IF POSSIBLE DO NOT LEAVE PETS AT HOME
- FLOORS ARE SWEEPED AND VACUUMED
- BURNT OUT LIGHT BULBS ARE REPLACED AND STAGING LIGHTS ARE ON
- PERSONAL INFORMATION AND IMAGES ARE PUT AWAY
- DRIVEWAY IS CLEARED (NO CARS, TRASH CANS, TOYS, ETC)
- BATHROOMS ARE CLEANED (INCLUDING TOILETS CLEANED AND SEATS DOWN)
- NO DIRTY LAUNDRY - HAVE THIS CLEANED/PUT AWAY OR VERY HIDDEN (IN BASKET IN CLOSET)
- CLOSETS & REFRIGERATOR ARE ORGANIZED (PANTRIES, LINEN, STORAGE AND BEDROOMS)
- PRO TIP BONUS POINTS!!!
  - GARAGE IS ORGANIZED! MAKE SURE THAT ALL OF YOUR BOXES FROM DE-CLUTTERING ARE STACKED NEATLY AND LABELED - THIS HELPS WITH YOUR NEXT MOVE TOO!
  - STICK WITH THE STAGING PLAN! WE KNOW IT'S HARD TO LIVE A WAY YOU ARE NOT USED TO BUT IT'S EVEN HARDER HAVING TO HAVE A HOME SHOWING-READY FOR LONGER
  - POUR A LITTLE CLEANING SOLUTION OR BLEACH DOWN EACH OF YOUR DRAINS RIGHT BEFORE YOU LEAVE FOR YOUR SHOWINGS - THE SCENT SUGGESTS “CLEANED”



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