

Proposed Marketing Calendar – Prep to Launch to Showing

To be completed at Strategy Appointment – this could be at Listing Appt or Soon After

_____ Prep/Staging Consultation Date:

_____ Pre-Home Inspection Date:

_____ Target Date for Completion of Prep/Staging

_____ Photography Date

_____ Target date for **showings** to officially start (start CS 7 days before this date)

_____ Listing Status Active (**as Office Exclusive-as of day after signing date**)

_____ Listing Status **Coming Soon** (no longer exclusive to EXIT-7days before off show date)

_____ Listing Status Active (**fully active-no more than 7 days after CS start date**)

_____ Open House 1 Date (included/optional):

_____ Open House 2 Date (if included/optional):

If seller needs time to prep before house is ready:

Use Office Exclusive Addendum to start working on marketing ASAP, in addition to Right to Sell Agreement
IF seller wants coming soon period, submit the coming soon addendum 7 days before showings are to begin
MORR only needs to see the Exclusive Right to Sell and the Exclusive Office; not the Coming Soon
You have 24 hours to enter the listing into the MLS after listing agreements are signed. Put it in active status as an exclusive office listing.

7 days before showings make sure the status is changed from active to coming soon and from exclusive office to NOT exclusive office.

Seller Showing Preferences or Restrictions (if any):

Other notes:

_____ Mondays

_____ Tuesdays

_____ Wednesdays

_____ Thursdays

_____ Fridays

_____ Saturdays

_____ Sundays