

First Listing Checklist

Everything to do from appraisal booking to launch day - print and tick off as you go.

FREE DOWNLOAD

BEFORE THE APPRAISAL

- Research the property on realestate.com.au and Domain - recent sales, current listings, days on market
- Confirm the vendor's motivation (why selling?) and timeline (when do they need to be out?)
- Prepare 3 comparable sales you can speak to confidently at the appointment
- Check the title for easements, caveats or encumbrances via your state's land titles register
- Confirm the vendor's name matches the title - surprises here stall deals later
- Prepare your agency agreement, marketing schedule and fee structure
- Arrive 5 minutes early - walk the street and note the competition

AT THE APPRAISAL

- Walk every room - note presentation issues to raise diplomatically (clutter, maintenance, smell)
- Present your comparable sales and explain the current price range with evidence
- Discuss method of sale (private treaty vs auction) and the reasoning behind your recommendation
- Present your marketing campaign: portals, photography, signboard, social, opens
- Quote your fee with confidence - never apologise for it
- Ask for the business directly: 'Are you happy to move forward today?'
- If not signing today, agree on a follow-up date and time before you leave

AFTER SIGNING - BEFORE LAUNCH

- Book photographer - allow 48–72 hrs for editing and delivery
- Order signboard installation
- Upload listing to realestate.com.au and Domain with all photos, floorplan, and copy
- Set up the first open home date in your calendar and on portals
- Send vendor a 'we are live' message with links to the portal listing
- Brief your office team - who handles enquiry when you are unavailable?
- Set up a buyer enquiry log to track every person who contacts you about this property

FIRST WEEK LIVE

- Call every buyer in your database who matches this property's profile
- Post launch content on your social media with a clear call to action
- Hold your first open home - greet every buyer, capture contact details, note their feedback
- Send vendor a written feedback report within 24 hours of the first open
- Follow up every buyer who attended within 48 hours
- Review enquiry volume - if low after day 3, reassess price or campaign

■ PRO TIP

The first 7 days of a listing generate the most buyer attention. Don't let this window pass without following up every single enquiry. Speed of response is what separates agents who sell at asking price from those who do not.