CENTURY 21 Affiliated FINE HOMES & ESTATES

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SELLERS GUIDE

# Listing Timeline — First 30 Days (Checklist)

*A simple, tentative timeline from walk-through to go-live and early market feed*

By Tracy Scott, REALTOR® · DRE# 00957686 · November 2026

## What I will Ask You Up Front

- When are you looking to put your property on the market, if now, then,
- Scheduling for the walk-through.
- Do you have property documents available, i.e., HOA info, solar info (owned vs leased), permits/receipts, utility bills, warranties, recent repairs, etc.
- Do you have any scheduling constraints (prep time, photo availability, and open-house availability).
- Any “must know” items (repairs in progress, past leaks, insurance issues, tenant/pet considerations).
- What is most important to you, that I need to know.
- Goals and communication set up.

## Quick Snapshot

**Day 1:** Walk-through + plan.

**Day 2–3:** Create Comparable Market Analysis for review and discussion.

**Day 3–4:** Go live target (temporary exterior photo may be used until pro photos arrive). Discuss scheduling any maintenance/repairs if needed.

**First Open House:** Tentatively Week 2 (depends on repairs + seller schedule). Day 15–30: Activity-based adjustments.

## Day 1 — Walk-Through + Plan

- ☐ You are ready to put your property on the market.
- ☐ Walk through the home with me.
- ☐ Identify watch items (things that could affect price, buyer confidence, inspection, appraisal, insurance, or timing).
- ☐ Decide what needs to be handled before photos and before going live.
- ☐ Prepare seller that buyer may require these documents (Solar, permits, utility bills, warranties/receipts, etc.).
- ☐ Confirm target dates.

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## Day 2–3 — Comparable Market Analysis, Other

- ☐ Present Comparable Market Analysis (CMA).
- ☐ Confirm the pricing and marketing strategy.
- ☐ Execute the listing (sign the listing agreement).
- ☐ Confirm the top 3–5 bestselling-point features.
- ☐ Draft the public description (MLS remarks).
- ☐ Build MLS listing details (verify key facts and required fields).
- ☐ Set showing rules with the seller (access, notice, and restrictions)
- ☐ Plan and schedule any cleaning/maintenance/repairs/staging (if needed). Photo scheduling may take up to 1 week depending on vendor's availability. Delivery is typically 24–48 hours after the shoot.
- ☐ Schedule photos (typically ordered Day 3–4)

## Day 3–5 — Go Live Target

- ☐ Enter the property into the MLS within 24 hours of taking the listing (per MLS rules).
- ☐ Use a temporary exterior/front-of-house photo until professional photos are ready.
- ☐ Update the listing with the full professional photo set as soon as photos are delivered.
- ☐ Begin marketing once live (online exposure + outreach + open house plan).

## First Open House (Tentative Week 2)

- ☐ Confirm repairs/maintenance are complete (if any), if not find out completion schedule.
- ☐ Confirm seller schedule supports open house timing.
- ☐ Schedule and promote the first open house.
- ☐ After the open house, adjust the plan based on activity and buyer feedback.

## Day 15–30 — Activity-Based Adjustments

- ☐ Continue marketing and showings.
- ☐ Keep the home presentable for showings (as practical).
- ☐ Seller updates provided as needed based on activity and interest.
- ☐ Price adjustments (if needed) tied to traffic and buyer interest (or lack of it).

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## After Day 30 (Month 2 and Beyond)

- ☐ Review what the market is telling us (showings, feedback, online activity, buyer-agent conversations).
- ☐ If activity is strong, keep the plan steady and stay ready for negotiation.
- ☐ If activity is light, adjust based on the reason (presentation, access, marketing reach, and/or price).
- ☐ Continue open houses and showing strategy based on buyer interest.
- ☐ Provide updates as needed based on activity and any major shift.

## Vendor / Repairs Note

If repairs or services are needed, the seller chooses and hires the vendors. If requested, I can share 2–3 options for a trade, but the vendor's choice and performance remain the seller's responsibility.

*Disclosure: This is a tentative schedule. Days and key actions may vary by property condition, repairs, vendor availability, and seller timing. This checklist includes a mix of seller responsibilities and broker responsibilities.*

Ready to list? Call Tracy at (760) 840-7441.

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