Listing Checkup

A one-page worksheet for your next seller update.

Property: _____ Date: _____

1. Is it being viewed online?

On the same platform, compare views and saves per active day with the two most comparable homes currently for sale. If a number isn't available, mark it unavailable.

Are we getting more or fewer views and saves per active day? _____

2. Is that exposure leading to showings?

Compare showing activity for similar homes over the same dates. Check the first photo, description and ease of showing before recommending more promotion.

Our showings: _____ Comparable activity: _____

What are other listing agents hearing about their homes? _____

3. Are showings leading to offers?

Compare price, condition and terms against similar homes that went pending or sold. Separate what buyers actually said from what you suspect.

Offers: _____ Primary feedback from showings: _____

Agree on one action with the seller

> "Based on everything that we just discussed, what do you think would be the best next step that we take?"

Agreed action: _____ Owner: _____ Due: _____

What we'll measure: _____ Next review: _____

If your sellers aren't proactive about prep work, help them get written costs and terms before they commit.

Want help with your Listing Checkup?

Schedule time with us at: https://www.maverickrealtynetwork.com/help