

THE ELITE LISTING LAUNCH

The Precision-Path Infrastructure for High-Volume Listing Agents

Strategy Memo: Every minute you spend formatting a CMA or entering data into the MLS is a minute you aren't in the "Growth Zone" (listing appointments & networking). Use this checklist to identify which loops to close yourself and which to delegate to your **Invisible Closer**.

PHASE I: THE PRECISION FOUNDATION (PRE-APPOINTMENT)

Action Item	Primary Lead
<input type="checkbox"/> Initial Lead Intake: Document property address, contact info, and "Why now?"	AGENT (HDA)
<input type="checkbox"/> Research Tax Records, Zoning, and Legal Description.	TC / ADMIN
<input type="checkbox"/> Pull Comparable Sales (Active, Pending, Sold within 6 months).	AGENT (STRATEGY)
<input type="checkbox"/> Construct Comparative Market Analysis (CMA) / Property Value Report.	TC SUPPORT
<input type="checkbox"/> Order Preliminary Title Report to identify potential lien/encumbrance friction.	TC SUPPORT
<input type="checkbox"/> Prepare Pre-Listing Packet (Bio, Marketing Plan, Testimonials).	TC / ADMIN

PHASE II: THE CONVERSION LOOP (THE APPOINTMENT)

Action Item	Primary Lead
<input type="checkbox"/> Conduct Property Walkthrough: Note upgrades, repairs, and staging needs.	AGENT (HDA)
<input type="checkbox"/> Present Marketing Strategy & Pricing Analysis.	AGENT (HDA)
<input type="checkbox"/> Secure Signed Listing Agreement & Necessary Disclosures.	AGENT (HDA)
<input type="checkbox"/> Schedule Professional Photography & Videography.	TC SUPPORT

PHASE III: THE LAUNCH SEQUENCE (POST-LISTING ACTIVATION)

Action Item	Primary Lead
<input type="checkbox"/> Draft Compelling MLS Public Remarks / Property Description.	AGENT (CREATIVE)

Action Item	Primary Lead
<input type="checkbox"/> Data Entry: Input Listing into MLS (Amenities, School Info, Dimensions).	TC / ADMIN
<input type="checkbox"/> Upload High-Res Media & Virtual Tours.	TC / ADMIN
<input type="checkbox"/> Coordinate Yard Sign Installation & Lockbox Placement.	TC SUPPORT
<input type="checkbox"/> Launch Social Media "Just Listed" Campaign.	TC / ADMIN

PHASE IV: ACTIVE MANAGEMENT & FEEDBACK LOOP

Action Item	Primary Lead
<input type="checkbox"/> Manage Showing Inquiries & Feedback Requests (ShowingTime/SentriLock).	TC / ADMIN
<input type="checkbox"/> Deliver Weekly Market Status Report to Seller (New comps, clicks, showings).	TC SUPPORT
<input type="checkbox"/> Review & Negotiate Incoming Offers.	AGENT (HDA)
<input type="checkbox"/> Initiate Precision-Path System once Contract is Ratified.	TC (INVISIBLE CLOSER)

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