10-Day Listing Launch Checklist

A day-by-day plan for listing agents getting a home ready to go live. Work backward from list day. Move a task earlier if your market, HOA, or photo schedule needs it.

PROPERTY ADDRESS _____ LIST DAY _____ LISTING AGENT _____

DAY 10 Confirm the plan

Get the list date and paperwork in writing before you start spending on photos and signs.

- [ ] Confirm the target list date with the seller in writing.
- [ ] Confirm everyone on title agrees to sell and can sign.
- [ ] Sign the listing agreement and any required brokerage forms, if you have not already.
- [ ] Ask which seller disclosure forms your state and brokerage require.
- [ ] Order the preliminary title report.

DAY 9 Collect the documents

Gather what you will need for disclosures, the MLS, and later, escrow.

- [ ] Mortgage statement and payoff contact for every loan on the home.
- [ ] Property tax bill and any special assessments.
- [ ] HOA contact, CC&Rs, budget, and monthly dues, if the home has an HOA.
- [ ] Utility bills from the last 12 months (gas, electric, water, trash).
- [ ] Permits and final sign-offs for remodels or additions.
- [ ] Warranties and manuals for appliances, roof, HVAC, and water heater.
- [ ] Receipts for upgrades and major repairs.
- [ ] Survey, plat map, or previous title policy, if the seller has them.

DAY 8 Disclosures, repairs, and vendors

Clear surprises before photos, not after the first offer.

- [ ] Collect seller disclosures and HOA documents.
- [ ] List known repairs, defects, leaks, or insurance claims.
- [ ] Talk with the seller about a pre-listing inspection, if it fits this property.
- [ ] Schedule any repairs the seller has decided to make before photos.
- [ ] Book photos, video, and a floor plan, and arrange the yard sign and lockbox.

DAY 7 Curb appeal

The first photo is often the front of the house. Keep this list practical, not decorative for its own sake.

- [ ] Mow, edge, weed, and add fresh mulch to beds.
- [ ] Pressure wash the driveway and walkways; clean gutters and windows.
- [ ] Paint or refresh the front door; replace worn hardware.
- [ ] Update house numbers, the porch light, and the doormat.
- [ ] Store bins, hoses, toys, and extra vehicles out of sight.

A planning checklist, not legal advice. Use your brokerage's required forms and follow your MLS and state rules.

DAY 6 Inside the home

These are the same prep steps buyers notice on a first walk-through and that photograph cleanly.

- [ ] Declutter shelves and surfaces to a few decorative pieces.
- [ ] Remove personal photos, collections, and religious or political items.
- [ ] Touch up scuffed walls and trim in neutral tones.
- [ ] Replace burnt-out bulbs with matching warm-white bulbs.
- [ ] Arrange furniture to open up walkways.
- [ ] Kitchen: clear counters, deep-clean appliances, and fix dripping faucets or loose hardware.
- [ ] Bedrooms: remove about one-third of the clothing from closets and use neutral bedding.
- [ ] Bathrooms: re-caulk if discolored, set out fresh towels, and store toiletries, medications, and valuables.
- [ ] Sweep the garage, replace HVAC filters, test smoke and CO detectors, and label the electrical panel.

DAY 5 Photo day

Shoot with enough time to pick images and write the remarks before the listing goes live.

- [ ] Finish all cleaning the night before, including windows and mirrors.
- [ ] Put away cars, bins, pet items, and countertop appliances.
- [ ] Make beds and fluff pillows; fold and hang towels.
- [ ] Open every blind and curtain; turn on all lights for the session.
- [ ] Hold the photo, video, and floor-plan session.

DAY 4 Write and review the listing

Every fact in the MLS and in your remarks should match the documents you collected.

- [ ] Select photos and confirm they show the home accurately.
- [ ] Write MLS public remarks from verified facts. Describe the home, not the people.
- [ ] If you use virtually staged photos, label them and keep an unstaged original, as your MLS requires.
- [ ] Double-check beds, baths, square footage, lot size, taxes, and HOA dues against the documents.
- [ ] Draft social, email, and sphere announcements. Wait to publish if your MLS requires the listing to be live first.

DAY 3 Showings and first marketing

Set the plan so list day is execution, not improvising.

- [ ] Write showing instructions and confirm lockbox and access plans.
- [ ] Schedule a broker preview if you use one.
- [ ] Schedule the first open house with the seller, if you are holding one.
- [ ] Check brokerage, HOA, and local rules for signs and open houses.
- [ ] Print or prepare feature sheets and a sign-in sheet.
- [ ] Line up a second host if your brokerage wants one at the property.

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DAY 2

Final walk-through

A short, showing-ready pass the day before you go live.

- [ ] Walk every room and do a ten-minute showing sweep: lights on, blinds open, beds made, counters wiped, trash empty.
- [ ] Confirm jewelry, cash, medications, mail, and documents will be secured.
- [ ] Confirm pets will be out during showings, or crated with a note.
- [ ] Queue social posts and the email to your sphere so they can go out once the listing is live.
- [ ] Confirm the yard sign, riders, and lockbox will be installed on list day.
- [ ] Pack business cards and your brokerage's required disclosures.

DAY 1

List day

Go live only after you have checked the MLS fields and photos yourself.

- [ ] Enter the listing in the MLS and verify every field and photo before it goes live.
- [ ] Install the sign, lockbox, and showing instructions.
- [ ] Launch social, email, and network marketing once the listing is live.
- [ ] Confirm the first showings or broker preview.
- [ ] Send the seller a launch note: the live listing link, the showing plan, and when to expect an update.
- [ ] Write the list date on your calendar and set a reminder to review pricing against new comps in about two weeks.

How to use this checklist

This is an agent checklist. Walk the seller through the prep days (7–5) with them, and keep the MLS, forms, and marketing tasks on your own list. If list day moves, shift the whole sequence with it. If photo day has to happen earlier, pull Day 5 forward and keep Days 4–1 in order.

What this does not replace

It does not replace your brokerage's listing packet, state disclosure forms, or MLS rules. It is a planning tool, not legal advice. Check your state's rules and your brokerage's policies before you list.

Want the fuller pack?

This 10-day plan is a short slice of AgentNexo's Buyer & Seller Checklist Pack, which adds room-by-room seller prep, a photo-day and showing-ready list, under-contract checklists for buyers and sellers, a listing and buyer transaction checklist, and a deadline tracker. Find it on our Etsy shop, or start at agentnexo.club/free.

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