

# Listing Launch Checklist

Complete within 48 hours of signed listing agreement

## PHOTOGRAPHY & STAGING

- Schedule professional photography within 48 hours of signed agreement**  
HDR minimum. Drone if lot is notable. Twilight shoot for luxury properties. **CRITICAL**
- Advise seller on pre-listing prep and staging walkthrough**  
Declutter, deep clean, neutralize paint, fix obvious deferred maintenance. **CRITICAL**
- Confirm seller completes all staging items before photo day**  
Set a clear deadline. Photos cannot be rescheduled without cost. **HIGH**

## MLS ENTRY — HAR

- Verify legal description matches MCAD/HCAD exactly**  
Pull Lot, Block, Subdivision, County from appraisal district. Do not use Zillow. **CRITICAL**
- Confirm all MLS fields: sqft, bed/bath, year built, school district**  
Include tax ID, HOA fees, flood zone designation, and garage details. **CRITICAL**
- Write MLS listing description — lead with strongest feature**  
Sensory language. Include HOA, schools, proximity to Woodlands/Conroe amenities. **CRITICAL**
- Upload minimum 25 professional photos in correct order**  
Exterior hero shot first, kitchen, primary suite, backyard, then remaining rooms. **HIGH**
- Set showing instructions — appointment-only vs. go-show**  
Confirm with seller. Input instructions into ShowingTime in HAR. **HIGH**

## PHYSICAL SETUP

- Install Supra eKey lockbox on front door or gate**  
Confirm placement with seller. Test with your eKey. **CRITICAL**

**Install Eagle Nexus branded yard sign**

Confirm seller approval. Check HOA rules on sign placement if applicable.

STANDARD

**Deliver seller disclosure and HOA docs to title company**

Texas Seller Disclosure OP-H. HOA documents if applicable.

CRITICAL

**MARKETING LAUNCH****Post Just Listed on Instagram and Facebook same day as MLS go-live**

Use professional photos. Tag city, subdivision, and price range.

CRITICAL

**Launch Facebook boosted post — \$5-10/day, 15-mile radius**

Run for 5-7 days starting day of MLS launch.

HIGH

**Send Just Listed email to buyer database in GHL**

Target buyers in your pipeline with matching criteria.

HIGH

**Post to Eagle Nexus community Facebook groups**

Woodlands, Conroe, Spring neighborhood groups. Include key details.

STANDARD

**Notes**