

# Pre-Listing Appointment Checklist

Complete before every listing appointment

## MARKET RESEARCH

### Run full CMA — pull 5-10 comps within 1 mile, last 90 days

Same bed/bath, sold within 1 mile. Note active competition and expired listings.

CRITICAL

### Research property on MCAD or HCAD

Confirm ownership, assessed value, tax history, liens, HOA status.

CRITICAL

### Check flood zone designation on FEMA map

Critical in Montgomery County. Flood zone affects insurance and buyer financing.

CRITICAL

### Research days on market for the neighborhood

Pull average DOM for the subdivision. Sets pricing context for the appointment.

HIGH

### Google the address and drive the neighborhood

Street-view the property and comps. Note curb appeal, nearby listings, new construction.

HIGH

## APPOINTMENT PREPARATION

### Customize Eagle Nexus listing presentation deck

Include subject property address, your personal stats, and local market data.

CRITICAL

### Research seller motivation and timeline from lead notes

Job transfer, downsizing, divorce, estate? Tailor your approach accordingly.

HIGH

### Prepare pre-filled listing agreement (blanks for price/date)

Bring a physical packet. Signals confidence and professionalism.

HIGH

### Confirm appointment 24 hours prior via text and email

Set expectations: "I will walk you through our marketing plan and pricing strategy."

STANDARD

### Send 60-second intro video the evening before

Shoot in your car near their neighborhood. Sellers who receive this convert at 3x rate.

HIGH

## DAY OF APPOINTMENT



### Arrive 5 minutes early — assess curb appeal on arrival

Note deferred maintenance, landscaping, driveway. Informs your pricing conversation.

HIGH



### Bring printed CMA, presentation, and listing agreement packet

Physical materials signal preparation. Do not rely solely on a tablet or laptop.

STANDARD



### Bring business cards and a market report leave-behind

Keeps you top of mind if they do not sign same day.

STANDARD

## Notes