

Seller Communication Checklist

Ongoing communication cadence from listing to closing

WEEK 1 — JUST LISTED

Confirm listing is live on HAR, Zillow, and Realtor.com

Send seller a link. They will check — do this before they ask.

CRITICAL

Send weekly activity report — showings, views, inquiries

Use HAR MLS stats. Sellers want to know their listing is getting attention.

CRITICAL

Text seller after every showing with agent feedback summary

Even brief feedback. Sellers need to feel informed after every showing.

HIGH

WEEKS 2-3 — ACTIVE MARKET

Send weekly showing summary and market update

Compare your listing to new actives and recent solds. Context builds trust.

CRITICAL

Review offer activity and discuss pricing strategy if no offers

If 10+ showings with no offers — price conversation is needed. Have the data ready.

HIGH

Flag any new competing listings in the neighborhood immediately

Sellers need to know when a competitor lists nearby. Brief text is sufficient.

HIGH

PRICE REDUCTION (IF NEEDED)

Pull updated comps and expired listings before price conversation

Show the data. Never ask for a price reduction without evidence.

CRITICAL

Present three pricing scenarios — optimistic, market, aggressive

Let seller choose with full information. Avoid recommending just one.

HIGH

Document price reduction approval in writing via email or DocuSign

Protect yourself. Verbal agreements on price reductions cause disputes.

CRITICAL

UNDER CONTRACT THROUGH CLOSING

**Contact seller within 1 hour of receiving an offer**

Never let a seller learn about an offer from someone else.

CRITICAL**Update seller on every milestone — option, inspection, appraisal**

Brief text after each milestone. "Inspection complete — no major issues."

CRITICAL**Confirm closing time, location, and what to bring 5 days out**

Title company details, wire instructions timing, and ID requirements.

CRITICAL**Send handwritten thank-you note after closing**

Personal touch that generates referrals. Do it within 48 hours.

HIGH**Notes**