

LISTING COORDINATOR SERVICES

LISTING COORDINATOR TASKS

- Receive signed listing agreements and review for missing dates/signatures
- Upload documents to Skyslope for broker review and communicate any broker issues to agent
- Communicate with agent about proposed listing timeline
- Send introductory email to seller with copy of fully executed listing agreements
- Add listing to MLS in Add/Edit as withheld, coming soon or active
- Add listing to Raven (if applicable)
- Connect seller to staging consultant, upon request
- Schedule photography, communicate appointment details to seller, send completed photo link to seller and agent
- Order installation of solar-lit post sign 3 days prior to live date
- Receive completed MLS input form and confirm all necessary information has been provided
- Data enter all listing information into MLS
- Write listing public remarks, upon request
- Upload all media to MLS, including photos, 3D tours, and floor plans
- Upload all supplements to MLS
- Coordinate with Marketing to create, print (in house) and mail flyers for listing
- Order professionally printed flyers, upon request
- Receive showing instructions from agent and set up Showing Time
- Send live MLS link to seller and agent
- Coordinate with Marketing Team to create social media graphics for new listing
- Coordinate and add open houses to MLS
- Update listing within MLS as needed (price changes, status changes)
- After closing order removal of sign
- Manage PHT moving truck reservations

AGENT RESPONSIBILITIES WHEN WORKING WITH LC

- Draft all contract documents and send out for signature
- Obtain signed seller disclosures
- Complete MLS input form and showing instructions
- Place lockbox
- Place step-in signs when post signs are not allowed/desired
- Deliver marketing materials to property as needed
- Respond to questions and requests from LCs in a timely manner
- Handle any time-sensitive matters that arise on evenings or weekend