

# Listing/Communication Plans

We systematically communicate with you!

**Plans setup**

Action plans Listing plans Closing plans Marketing report plans Closing report plans

Listing plan name: MCR Listing Monitor-360

Sort chronologically

Select all Unselect all

Create new Copy Rename Delete

This is a personal plan

Activity	Description	Days	From	Remin...	Drop off	Assigned to
To-do	Prepare for listing presentation	0	After listing date	0		Mike Roach
To-do	Put up sign, take pictures	0	After listing date	0		Mike Roach
To-do	Direct Mail to Farm/SOI	0	After listing date	0		Mike Roach
To-do	Prepare personalized marketing program	0	After listing date	0		Mike Roach
To-do	Appointment time	0	After listing date	0		Mike Roach
To-do	Analyze market to give CMA comparison	0	After listing date	0		Mike Roach
To-do	Complete listing data and contracts	0	After listing date	0		Mike Roach
To-do	Preview comparable properties	0	After listing date	0		Mike Roach
To-do	Print plans and property cards	0	After listing date	0		Team Mike
To-do	Research Mortgage information	0	After listing date	0		Mike Roach
To-do	Enter listing in Western North Carolina MLS	1	After listing date	0		Team Mike
To-do	Enter listing in MikeRoachOnline.com	1	After listing date	0		Team Mike
To-do	Organize listing folder	1	After listing date	0		Team Mike
To-do	Enter in Homes and Land Website	1	After listing date	0		Team Mike
To-do	Update information in lead router	1	After listing date	0		Team Mike
To-do	Enter Listing in Greenville MLS	1	After listing date	0		Team Mike
To-do	Enter, resize, name photos/scan documents	1	After listing date	0		Team Mike
To-do	Enter in Real Estate Book Website	1	After listing date	0		Team Mike
To-do	Place lockbox on property if applicable	1	After listing date	0		Mike Roach
To-do	Enter contact/wisting in Top Producer	1	After listing date	0		Team Mike
To-do	Enter Listing in Upstate MLS	1	After listing date	0		Team Mike
To-do	Info to appt. center if nec.	2	After listing date	0		Team Mike
To-do	Direct mail to farm	2	After listing date	0		Team Mike
To-do	Contact buyers in database who may have interest	2	After listing date	0		Mike Roach
To-do	Create Brochures/Flyers	2	After listing date	0		Team Mike
To-do	Check ERA TopGuns Realty.com for listing	3	After listing date	0		Current user
To-do	Enhance Realtor.com	3	After listing date	0		Team Mike
To-do	Enter Listing Numbers in SupraKey.com if applic...	4	After listing date	0		Team Mike
To-do	Hand note "quick update" on PowerKard website ...	4	After listing date	0		Team Mike
To-do	Contact top agents with new listing information	4	After listing date	0		Mike Roach
To-do	Fax Warranty Application if applicable	4	After listing date	0		Team Mike
To-do	Take Pictures for Virtual Tour	5	After listing date	0		Team Mike
Email	The marketing of your property has begun in earn...	5	After listing date	0		Team Mike

A comprehensive Listing service checklist that allows your agent to communicate their list of services on a day-by-day, task-by-task basis.

This easily customizable checklist, which defines a logical step-by-step basis, can be instantly applied to any new listing.

Once applied, it initiates a series of scheduled tasks that Top Producer will automatically remind your agent to perform.

More Buyers

> \$

< Stress

< [Clock]

## Listing Plan for MCR Listing Monitor-180

Activity	Description	Day	From	Reminder	Drop off	Assigned to
To-do	Print plats and property cards	0	After listing date	0		Team Mike
To-do	Research Mortgage information	0	After listing date	0		Mike Roach
To-do	Complete listing data and contracts	0	After listing date	0		Mike Roach
To-do	Prepare for listing presentation	0	After listing date	0		Mike Roach
To-do	Put up sign, take pictures	0	After listing date	0		Mike Roach
To-do	Preview comparable properties	0	After listing date	0		Mike Roach
To-do	Appointment time	0	After listing date	0		Mike Roach
To-do	Prepare personalized marketing program	0	After listing date	0		Mike Roach
To-do	Analyze market to give CMA comparison	0	After listing date	0		Mike Roach
To-do	Direct Mail to Farm/SOI	0	After listing date	0		Matt Roach
To-do	Enter Listing in Greenville MLS	1	After listing date	0		Team Mike
To-do	Organize listing folder	1	After listing date	0		Team Mike
To-do	Enter, resize, name photos/scan docu...	1	After listing date	0		Team Mike
To-do	Enter listing in Western North Carolina ...	1	After listing date	0		Team Mike
To-do	Enter in Real Estate Book Website	1	After listing date	0		Team Mike
To-do	Enter in Homes and Land Website	1	After listing date	0		Team Mike
To-do	Update information in lead router	1	After listing date	0		Team Mike
To-do	Enter contact/listing in Top Producer	1	After listing date	0		Team Mike
To-do	Enter listing in MikeRoachOnline.com	1	After listing date	0		Team Mike
To-do	Enter Listing in Upstate MLS	1	After listing date	0		Team Mike
To-do	Place lockbox on property if applicable	1	After listing date	0		Mike Roach
To-do	Direct mail to farm	2	After listing date	0		Matt Roach
To-do	Contact buyers in database who may h...	2	After listing date	0		Mike Roach
To-do	Create Brochures/Flyers	2	After listing date	0		Team Mike
To-do	Info to appt. center if nec.	2	After listing date	0		Team Mike
To-do	Check ERATopGunsRealty.com for listi...	3	After listing date	0		Current user
To-do	Enhance Realtor.com	3	After listing date	0		Team Mike
To-do	Fax Warranty Application if applicable	4	After listing date	0		Team Mike
To-do	Contact top agents with new listing info...	4	After listing date	0		Mike Roach
To-do	Hand note "quick update" on PowerKar...	4	After listing date	0		Team Mike
Letter	Letter #1Hobbs Herder	5	After listing date	0		Team Mike
To-do	Take Pictures for Virtual Tour	5	After listing date	0		Team Mike
Email	The marketing of your property has be...	5	After listing date	0		Team Mike
To-do	Create Virtual Tour	5	After listing date	0		Team Mike
To-do	Enter in Lucero	6	After listing date	0		Team Mike
To-do	Update Automatic Service Report 1	6	After listing date	0		Team Mike
To-do	Enhance ERA.com	7	After listing date	0		Team Mike
To-do	View all public websites for accuracy	7	After listing date	0		Team Mike
To-do	Progress report/Discuss activities	7	After listing date	0		Mike Roach
To-do	Present for Saleability Rating	7	After listing date	0		Mike Roach
To-do	1st Automatic Email Progress Report	7	After listing date	0		Team Mike
Letter	Hobbs Herder Letter #2-MLS, Send ML...	10	After listing date	0		Team Mike
To-do	Direct mail to farm	11	After listing date	0		Matt Roach

## Listing Plan for MCR Listing Monitor-180

Activity	Description	Day	From	Reminder	Drop off	Assigned to
To-do	Follow up with prospects created	14	After listing date	0		Mike Roach
To-do	Progress report/Discuss activities	14	After listing date	0		Mike Roach
To-do	Check signs and property every other ...	14	After listing date	0		Mike Roach
To-do	Reprint and restock flyers	15	After listing date	0		Team Mike
To-do	Run ad	18	After listing date	0		Team Mike
To-do	Update Automatic Email Progress Rep...	20	After listing date	0		Team Mike
Letter	Hobbs Herder Letter #3 Just Listed Card	20	After listing date	0		Team Mike
Email	Live Meeting with Mike Roach now ava...	20	After listing date	0		Team Mike
To-do	Direct Mail to farm	21	After listing date	0		Matt Roach
To-do	Follow up with prospects created	21	After listing date	0		Mike Roach
To-do	2nd Automatic Email Progress Report	21	After listing date	0		Team Mike
To-do	Follow up with prospects created	28	After listing date	0		Mike Roach
To-do	Check Signs and property every other ...	28	After listing date	0		Mike Roach
To-do	Direct Mail to Farm	31	After listing date	0		Matt Roach
To-do	Hand Written Note #2 talking about it k...	31	After listing date	0		Team Mike
To-do	Follow up with prospects created	35	After listing date	0		Mike Roach
Letter	Hobbs Herder Letter #4 Mkt at Full Spe...	35	After listing date	0		Team Mike
To-do	Restock and reprint flyers if necessary	40	After listing date	0		Team Mike
To-do	Handwritten Note spice up ad in MLS &...	40	After listing date	0		Team Mike
To-do	Direct Mail to Farm	41	After listing date	0		Matt Roach
To-do	Update Automatic Email Progress Rep...	41	After listing date	0		Team Mike
To-do	Check signs and properties every other...	42	After listing date	0		Team Mike
To-do	Follow up with prospects created	42	After listing date	0		Mike Roach
To-do	3rd Automatic Email Progress Report	42	After listing date	0		Team Mike
To-do	Follow up with prospects created	49	After listing date	0		Mike Roach
Email	Your live meeting with Mike is now avai...	50	After listing date	0		Team Mike
To-do	Direct Mail to Farm	51	After listing date	0		Matt Roach
To-do	Update Automatic Email Progress Rep...	55	After listing date	0		Team Mike
To-do	Restock and Reprint flyers as necessary	55	After listing date	0		Team Mike
To-do	Check signs and property	56	After listing date	0		Mike Roach
To-do	4th Automatic Email Progress Report	56	After listing date	0		Team Mike
To-do	Follow up with prospects created	56	After listing date	0		Mike Roach
Letter	Hobbs Herder Letter #5 no buyer yet	60	After listing date	0		Team Mike
To-do	Direct Mail to Farm	61	After listing date	0		Matt Roach
To-do	Follow up with prospects created	63	After listing date	0		Mike Roach
To-do	Update Automatic Email Progress Rep...	69	After listing date	0		Team Mike
To-do	Check signs and property	70	After listing date	0		Mike Roach
To-do	5th Automatic Email Progress Report	70	After listing date	0		Team Mike
To-do	Follow up with prospects created	70	After listing date	0		Mike Roach
To-do	Direct Mail to Farm	71	After listing date	0		Matt Roach
Letter	Hobbs Herder Letter #6 Keep you posted	74	After listing date	0		Team Mike
To-do	Restock and reprint flyers	75	After listing date	0		Team Mike
To-do	Follow up with prospects created	77	After listing date	0		Mike Roach

## Listing Plan for MCR Listing Monitor-180

Activity	Description	Day	From	Reminder	Drop off	Assigned to
To-do	Progress report/Discuss market	77	After listing date	0		Mike Roach
Email	Your live meeting with Mike is now avai...	80	After listing date	0		Team Mike
To-do	Direct Mail to Farm	81	After listing date	0		Matt Roach
To-do	Follow up with prospects created	84	After listing date	0		Mike Roach
Letter	Hobbs Herder Letter #7 talked buyers I...	90	After listing date	0		Team Mike
To-do	Update Automatic Email Progress Rep...	90	After listing date	0		Team Mike
To-do	Direct mail to farm	91	After listing date	0		Matt Roach
To-do	6th Automatic Email Progress Report	91	After listing date	0		Team Mike
To-do	Follow up with prospects created	91	After listing date	0		Mike Roach
To-do	Reprint and Restock flyers	95	After listing date	0		Team Mike
To-do	Update Automatic Email Progress Rep...	97	After listing date	0		Team Mike
To-do	Follow up with prospects created	98	After listing date	0		Mike Roach
To-do	7th Automatic Email Progress Report	98	After listing date	0		Team Mike
To-do	Direct Mail to Farm/SOI	101	After listing date	0		Matt Roach
To-do	Update Automatic Email Progress Rep...	104	After listing date	0		Team Mike
To-do	Check signs and property	104	After listing date	0		Mike Roach
To-do	7th Automatic Email Progress Report	105	After listing date	0		Team Mike
To-do	Follow up with prospects created	105	After listing date	0		Mike Roach
Letter	Hobbs Herder Letter #8 still no offer	105	After listing date	0		Team Mike
Email	Your live meeting with Mike is now avai...	110	After listing date	0		Team Mike
To-do	Direct Mail to Farm/SOI	111	After listing date	0		Matt Roach
To-do	Follow up with prospects created	112	After listing date	0		Mike Roach
Letter	Hobbs Herder Letter #9 waiting can be ...	115	After listing date	0		Team Mike
To-do	Check signs and property	116	After listing date	0		Mike Roach
To-do	Update Automatic Email Progress Rep...	118	After listing date	0		Team Mike
To-do	8th Automatic Email Progress Report	119	After listing date	0		Team Mike
To-do	Follow up with prospects created	119	After listing date	0		Mike Roach
To-do	Direct Mail to Farm/SOI	121	After listing date	0		Matt Roach
To-do	Follow up with prospects created	126	After listing date	0		Mike Roach
Letter	Hobbs Herder Letter #10 review mkt ac...	130	After listing date	0		Team Mike
To-do	Check signs and property	130	After listing date	0		Mike Roach
To-do	Direct Mail to Farm/SOI	131	After listing date	0		Matt Roach
To-do	Update Automatic Email Progress Rep...	132	After listing date	0		Team Mike
To-do	Follow up with prospects created	133	After listing date	0		Mike Roach
To-do	9th Automatic Email Progress Report	133	After listing date	0		Team Mike
Email	Your live meeting with Mike is now avai...	140	After listing date	0		Team Mike
Letter	Hobbs Herder Letter #11 talked to age...	140	After listing date	0		Team Mike
To-do	Follow up with prospects created	140	After listing date	0		Mike Roach
To-do	Direct Mail to Farm/SOI	141	After listing date	0		Matt Roach
To-do	Check signs and property	144	After listing date	0		Mike Roach
To-do	Update Automatic Email Progress Rep...	146	After listing date	0		Team Mike
To-do	10th Automatic Email Progress Report	147	After listing date	0		Team Mike
To-do	Follow up with prospects created	147	After listing date	0		Mike Roach

## Listing Plan for MCR Listing Monitor-180

Activity	Description	Day	From	Reminder	Drop off	Assigned to
To-do	Direct Mail to Farm/SOI	151	After listing date	0		Matt Roach
To-do	Direct Mail to Farm/SOI	151	After listing date	0		Matt Roach
To-do	Follow up with prospects created	154	After listing date	0		Mike Roach
Letter	Hobbs Herder Letter #12 exposure, ex...	155	After listing date	0		Team Mike
To-do	Check signs and property	158	After listing date	0		Mike Roach
To-do	Update Final Email Automatic Progress...	160	After listing date	0		Team Mike
To-do	Follow up with prospects created	161	After listing date	0		Mike Roach
To-do	Final Automatic Email Progress Report	161	After listing date	0		Team Mike
To-do	Direct Mail to Farm SOI	161	After listing date	0		Matt Roach
To-do	Consider withdrawing property until bet...	165	After listing date	0		Mike Roach
To-do	Follow up with prospects created	168	After listing date	0		Mike Roach
Email	Your live meeting with Mike is now avai...	170	After listing date	0		Current user
To-do	Direct Mail to Farm/SOI	171	After listing date	0		Matt Roach
To-do	Follow up with prospects created	175	After listing date	0		Mike Roach
To-do	Listing expires	180	After listing date	0		Current user