

MATT & KERRY CRILE

OWNER & PRINCIPAL BROKER
WINDERMERE WEST LLC

MARKETING TIMELINE

















































When called upon to list a property for sale, we are often asked, “When can you have our home on the market?” The answer varies, of course, because each listing is a distinct project with unique circumstances, but there are some timing benchmarks that guide us. There is a set of preliminary steps that are compulsory, there is a set of preliminary steps that are sequential, and there is a fair measure of overlap between the two sets.



















































In the rare cases where time pressure is acute, we can bring a property to “Active” status on the market within four calendar days of signing a listing agreement. It is our strongly held belief, however, that such time pressure serves to undermine a given Seller’s negotiating strength. It is better, by far, to take the time necessary and spend the resources required to bring a property to its highest state of preparedness prior to activation. For a deeper look at the steps and thinking behind full preparedness, we recommend that our clients watch Volume 1 of the Homeseller’s Roadmap on crilerealestate.com.

What follows is a sample timeline for a hypothetical listing slated to go live on the first of January. It features a three-week lead-up plus a flex day (in this case, Christmas) to accomplish all of the steps that we believe will bring a property to its highest state of preparedness. You will see that many are assigned to our beloved transaction coordinator, Windy “The Hurricane” Bailey, while others are assigned to Matt and/or Kerry. You will see also that there are several which are unassigned at the outset – The responsibility for these is delegated to our clients, who are welcome to the full use of our vendor list and are generally better equipped to interweave their personal schedules with the demands of the preparatory phase.

Of course, not all properties require all of these steps. For example, homeowners who have the construction drawings for their dwellings won’t need a floorplan or measurements, while those with new hardwood floors throughout won’t need carpet cleaning. This is simply a template to bring our clients’ attention to the things they ought to be considering as they plan to sell. Upon agreeing to work with a given client, it is our pleasure to sit down and work through this list, customizing its contents and timelines before assigning tasks. We use an online system called Monday.com to distribute, track and comment upon these assignments as events unfold. Our aim is to make the process as technologically efficient, easily understood and seamless as possible.

Countdown To Launch

		Assignee	Status	Timeline
Watch Homeseller's Roadmap - Volume 1				Dec 9
Initial Agency Disclosure Pamphlet Reviewe...				Dec 9
Disclosed Limited Agency Agreement for Se...				Dec 9
Listing Agreement Reviewed & Signed				Dec 9
Seller's Property Disclosures Reviewed & Ha...				Dec 9
Takeoff Walkthrough Carried Out				Dec 9
Keys Received from Seller				Dec 9
Lockbox Installed				Dec 9
Seller's & Buyer's Home Warranty Ordered				Dec 10
Photographs Scheduled				Dec 10
Pre-Inspection Scheduled				Dec 10
Floorplan & Measurements Scheduled				Dec 10
Staging Consultation Scheduled				Dec 10
Deep Cleaning Scheduled				Dec 10
Carpet Cleaning Scheduled				Dec 10
Window Washing Scheduled				Dec 10
Landscaping Scheduled				Dec 10
Staging Consultation				Dec 13
Pre-Inspection Carried Out				Dec 13
Pre-Inspection Report Reviewed				Dec 14 - 15
Pre Inspection Repairs Scheduled				Dec 16
Floorpan Drawn & Measurements Taken				Dec 16
Pre Inspection Repairs Carried Out				Dec 17 - 24
Staging Carried Out				Dec 22 - 24

Landscaping Carried Out				Dec 22 - 24
Window Washing Carried Out				Dec 24
Deep Cleaning Carried Out				Dec 24
Carpet Cleaning Carried Out				Dec 24
Photographs Carried Out				Dec 26
Yardarm Sign Ordered				Dec 26
Photographs Delivered				Dec 27
Brochures Designed & Ordered				Dec 27
Postcards Designed & Ordered				Dec 27
Property Disclosures Delivered				Dec 30
HOA Documents Delivered				Dec 30
Alarm Advisory Delivered				Dec 30
RMLS Data Entry Completed				Dec 30
RMLS Remarks Completed				Dec 31
Welcome Kiosk Delivered				Dec 31
Photographs Loaded to RMLS				Dec 31
Property Disclosures Loaded to RMLS				Dec 31
RMLS Cut Sheet Draft Reviewed				Dec 31
Utilities Marked For Yardarm Sign				Dec 31
Sign Installed				Jan 1
Brochures Delivered				Jan 1
Activate Listing on RMLS				Jan 1
Open House				Jan 5
Broker Tour				Jan 7
Market Activity Report				Jan 12 - 15