

# "Critical Path"

MARKETING ACTIVITY	Prior to Placing on Market	Upon Listing Signed	Week																										Upon Sale
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Seller Select Listing Signed Agreement			X																										
Comparative Market Analysis Prepared & Presented	X					X						X			X			X				X					X		
Selection of Seller Select Servicing Package	X	X																											
Real Estate Attorney Recommended																													X
Promotional Photos Taken	X	X	X																										
Home Staging Advice Provided	X	X																											
Lockbox Put in Place**		X	X																										
Property Title Search Obtained & Delivered to Network Title			X																										
Customer Service Receives Inbound Call Prospects			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
ProShow Sets Showing Appointments			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Open House Schedule Created**	X	X																											
Property Entered in MLS			X																										
Emails Distributed - Prospective Buyers and Agents			X																										
Property Appears on Applicable Real Estate Websites			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
For Sale Sign Placed on Front Lawn		X																											
Home Warranty is Applied		X																											
Virtual Tour is Ordered and Executed *			X																										
Highlight Sheets are Created and Printed *			X																										
Direct Mail Campaign is Created and Executed			X																										
Direct Mail Campaign Follow-Up Calls are Completed			X	X	X																								
Talking Photo Gallery and Floorplans are Personalized			X																										
Staging Crew Visit and Written Report is Supplied								X																					
Advertising Schedule is Supplied			X																										
Home Staging Review			X			X						X					X					X							
Home Showing Report Provided*			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Prospective Buyers and Agents are Contacted			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Internet Showing Activity Report is Supplied						X					X		X				X				X								
Virtual Tour Available on Applicable Websites*				X	X																								
Face-to-Face Review of Marketing Procedure & Pricing						X					X		X				X				X					X			
Phone Conference w/ Owner to Review Previous Week				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

\* Package Sensitive \*\* Subject to agreement between homeowner and listing agent