

Refresh Checklist

Prepare before you take down the current listing:

- ☐ Review current listing performance: days on market, offers, common feedback
- ☐ Run new comps to recalculate the optimal list price for the current market
- ☐ Repair/upgrade any items slowing the sale (optional)
- ☐ Get new photos/video (take them or hire a photographer)
- ☐ Draft new property description and any other changes
- ☐ Draft new property disclosures, but don't sign/date until day of launch

Take down the current listing:

- ☐ If listed with an agent, some paperwork will likely be required
- ☐ Pay attention to any minimum days required for reset (ex: Columbus minimum is 45 days off market before a new MLS# can be assigned.)
- ☐ Follow up on any buyers/agents who noticed the listing went away

Launch "Refreshed" Listing

- ☐ Build new online profile with all your updates
- ☐ Announce the open house for the first Saturday after launch
- ☐ Announce offer deadline if you're a gambler (You know who you are...)
- ☐ Whisper campaign to any interested people, past showings/offers, etc.
- ☐ Relaunch social media campaign as if it were a new listing (cuz it is...)