

# Pre-Listing Packet Template (PDF) for Real Estate Pros

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## 1. Cover & Welcome

- **Cover Page**
  - [Your Brokerage Logo]
  - “Pre-Listing Packet”
  - [Property Address]

### Welcome Letter (Example)

Hi [Seller Name],

I’m [Your Name], and I’m thrilled to guide you through the selling process in the [Neighborhood/Submarket]. Our last [Street Name] listing sold in [#] days at [% of ask]—and I’m confident we can do even better with your home. Thank you for your time, and welcome to a stress-free, results-driven pre listing experience.

Best,  
[Your Name]  
[Your Title]  
[Your Professional Email Address]  
[Office Address]

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## 2. Agent & Team Introduction

- **Photo + Name + Title**
- **Years of Experience in This Market**
- **Key Stat:** “Closed \$[X]M in [Submarket] condos last quarter.”
- **Mission Statement / Personal Values**
  - e.g., “My favorite part is guiding investors through each step.”

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### 3. Market Analysis & CMA Summary

Comparable Address	Sold Price	Days on Market	\$/sq ft
[123 Maple St.]	[\$750,000]	[18]	[\$320]
[456 Oak Ave.]	[\$780,000]	[25]	[\$335]
[789 Pine Ln.]	[\$735,000]	[22]	[\$315]

**My Take-** “[Two-sentence analysis of how your client’s home stacks up and your recommended price positioning.]”

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### 4. Net Proceeds Estimate

Price Point	Agent Fee	Closing Costs	Staging	Estimated Net
Conservative ([Low])	[5%]	[\$6,000]	[\$3,000]	[\$694,000]
Target	[5%]	[\$6,500]	[\$3,500]	[\$712,000]
Aggressive ([High])	[5%]	[\$7,000]	[\$4,000]	[\$730,000]

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### 5. Marketing Strategy Overview

1. **Professional Photos & Virtual Tours**
  2. **Digital Syndication:** MLS, Zillow, Realtor.com, Trulia
  3. **Social Campaigns:** Facebook, Instagram, LinkedIn
  4. **Email Blasts:** Past clients + local agents + investor lists
  5. **In-Person Events:** Broker preview + open houses
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## 6. Home Preparation & Staging Tips

- Declutter: Clear personal items & surfaces
  - Minor Repairs: Leaky faucets, loose hinges
  - Curb Boost: Fresh paint on front door, new mulch
  - Staging Layout: Open pathways throughout
  - Vetted Pros:
    - Jane's Staging Co. (555-123-4567)
    - HomeSpark Repairs (555-987-6543)
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## 7. Pricing Strategy & Timeline

- **Day 1–3:** Sign contract & finalize disclosures
- **Day 4–7:** Photography & staging consult
- **Day 8:** Go live on MLS & portals
- **Day 9–30:** Showings, broker tour, open house




- **Day 31–35:** Offers & negotiations
- **Day 36–50:** Inspection, appraisal, closing prep
- **Day 51–60:** Close & hand-over

#### Pricing Approaches:

- **Aggressive:** [Trade-off line]
- **Market-Match:** [Trade-off line]
- **Premium:** [Trade-off line]

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## 8. Communication Plan

-  Weekly email digest every Monday
-  Showing feedback within 2 hours via text
-  Advance notice before any price adjustment or negotiation call

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## 9. Next Steps & Signature

1. Review & sign listing agreement
2. Complete seller disclosures
3. Book photography & staging
4. Confirm MLS go-live date ([Suggested: Next Tuesday])

Seller Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Agent Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Schedule your next consultation: [Your Calendar Link]

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## How to Customize This Template

- **Branding:** Swap in your brand colors, logo, and fonts.
- **Live Links:** Embed “Download Disclosures” or “Book Staging.”
- **Editable Fields:** Make property address, pricing, and dates fillable form fields.

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**Pro Tip:** Keep each section concise, use positively charged action words (e.g., “maximize,” “accelerate,” “optimize”) and sprinkle in a **few key quotes** from **past clients** to demonstrate your **previous sales** success and build instant trust with **potential clients**.

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### Ready to launch your pre listing package?

1. Copy this document into your PDF editor.
2. Replace bracketed text with your details.
3. Save and share with sellers 24 hours before your listing appointment.