

# PROCEDURE and STRATEGY FOR MARKETING LISTINGS

## Immediately after taking a listing appointment do the following:

- Run a professional CMA to determine a marketable price to show the seller
- Go see the seller with a positive attitude with a clear picture in your mind that the seller is signing the Listing Agreement
- Bring with you all supplies as if the listing has been obtained as following:
  1. Lockbox
  2. Yard Sign
  3. Camera to take the picture
  4. Listing Agreement
  5. Information about Broker service Notice
  6. Seller Disclosure
  7. Century 21- Customized Marketing System.

## After the listing agreement and marketing material in place do the following:

1. Fill out our Office Listing Worksheet and fax it to CSS.
2. Fax the wks. & the Listing Agreement w/ all documents to our staff at 281-556-8001
3. Ad the listing to the HAR-MLS
4. Ad the listing to Century MLS website: <https://crestedg.century21.com> (your user ID is required)
5. Print out the reports for your record.
6. Check your showing activities via website weekly for effective pricing..

## CENTURY 21-Realty Solution websites:

Web address	Intended Usage	Login requirement
<a href="http://www.century21.com">www.century21.com</a>	For the public: Buyers and Sellers	None
<a href="http://www.21online.com">www.21online.com</a>	General info. For C-21 & Brokers	<b>Co. ID: 3003250001</b>
<a href="https://crestedg.century21.com">https://crestedg.century21.com</a>	Ad, modify & remove listings for marketing	Your crestedge user ID
<a href="http://www.c21ls.com">www.c21ls.com</a>	Training courses for agents & brokers	
<a href="http://www.realtysolution.com">www.realtysolution.com</a>	Agent support and property marketing	none
<a href="http://www.houstonhomesale.net">www.houstonhomesale.net</a>	Same as realtysolution.com	
<a href="http://www.houstonrealtycareer.com">www.houstonrealtycareer.com</a>	Our future sale associates (to be developed)	
C-21 Help Desk: 1-877-241-5782	Century 21-Realty Solution <b>ID: 300-325-0001</b>	
Your User ID : _____	Your initial password: password	