



**'Fierce Listings' Audit Check List – Property - \_\_\_\_\_**

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Dear Home Owner,

This Audit was designed by Full Time Top Producing Realtors.

It is our belief that these are a minimum standard of performance required to successfully market and sell a home in today's shifting market.

The goal of this check list is to help you the homeowner set a standard for your home marketing exposure. Also to identify any marketing blind spots that could cause the home not to sell.

We are available to answer any questions you may have and would be honored if you decided to interview us for the position of being your 'Realtor for Life'

Sincerely,

*Brian Polk*

www.ThePOLKTeam.com







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**E. Summary of Improvements - Copy avail? Avail. Online 24/7?**

**F. Listing Brochure – Details of Home & Pictures**



## **2. PHOTOGRAPHY (Think Vacation!)**

**A. Exterior - Crisp Blue Sky? Green Grass?**



**B. Interior – Evening lighting? Staged? No bright windows!**





**C. Rooms** – Taken from angles? Capturing the mood? Emphasizing the fun?





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**A. Realtor.com**

**1) Listed Twice?**

- a. FMLS \_\_\_\_\_
- b. GA MLS \_\_\_\_\_  
( with alternate primary photo, headline, and text )

**2) Both Entries Enhanced?**

- a. Gold Showcase Side Border? \_\_\_\_\_
- b. Best 4 photos showing? \_\_\_\_\_ ( Easy to shift around!! )

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Home > 35 listings found > 562 Brendlynn Court

Listing 1 of 35

**562 Brendlynn Court** Suwanee, GA 30024

**\$1,350,000** Estimate My Monthly Payment | Get Mortgage Rates

6 Bed, 7 Bath | MLS #4015841 | Refreshed 11 minutes ago

Resale Now Available Edinburgh Bears Best

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## 'Fierce Listings' Audit Check List – Property - \_\_\_\_\_

### Realtor.com (continued)

2 Headlines? \_\_\_\_\_

- i. First headline blank shows on search screen & detail
- ii. Second headline blank alternates on detail screen

c. Repeat MOFIR

d. Agent Special Message? \_\_\_\_\_ ( MOFIR = Call me now at ...)

e. Max number of photos (25)? \_\_\_\_\_  
"Romance" Text?

### 2) Just missing a "Price Range" boundary?

Here are the OLD breakpoints.

Now, the user inputs the range.

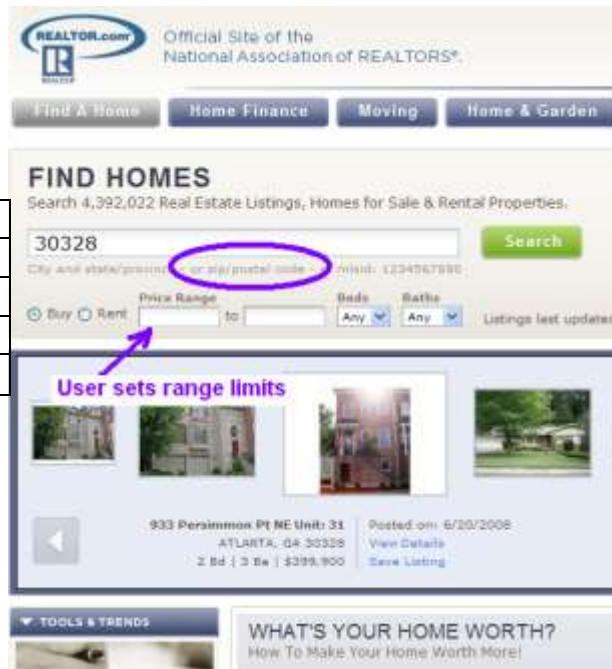
300k	325k	350k	400k	450k
500k	550k	600k	650k	700k
750k	800k	850k	900k	1.0M
1.25M	1.5M	1.75M	2.0M	2.25M
2.5M	2.75M	3.0M	3.5M	4.0M

### B. FMLS

- 1) Crisp, compelling photos?
- 2) Max number of photos & text?
- 3) Best Photos FIRST?
- 4) Right zip?
- 5) Right area?
- 6) Right schools?

### c. GA MLS (Georgia MLS)

- 1) Crisp, compelling photos?
- 2) Max number of photos?
- 3) Right zip?
- 4) Right area?
- 5) Right schools?





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#### 4. WHY SHOULD A BUYER CARE? (Unique Strengths)

\_\_\_\_\_  
\_\_\_\_\_

#### 5. PROPERTY POSITIONING

##### A. Pricing (Appraisal Proof?)

- 1) Neighborhood max sale: \_\_\_\_\_
- 2) Street max sale: \_\_\_\_\_
- 3) Any FSBO's in Tax Records? \_\_\_\_\_
- 4) Defendable with specific comparable sales? \_\_\_\_\_

##### B. Condition

- 1) Was it staged? \_\_\_\_\_
- 2) Observations from photos: \_\_\_\_\_  
\_\_\_\_\_

##### C. Absorption

- 1) Number of current competing properties.....= \_\_\_\_\_
- 2) Number of comparable sales in last 6 months.....= \_\_\_\_\_
  - a. Real Days on Mkt & Sales Price/List Price %
- 3) Number of comparable sales in last 3 months..... = \_\_\_\_\_
  - a. Real Days on Mkt & Sales Price/List Price %
- 4) Current absorption per month.....= \_\_\_\_\_
- 5) Current Months of Inventory.....= \_\_\_\_\_



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**6. SELLING AGENTS TO INTERVIEW (from recent sales):**

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## 7. QUESTIONS EVERY SELLER HAS TO ANSWER

- ☐ **Am I serious about selling? Am I open to advice?**
- ☐ Are there any nearby **Powerlines** ?
- ☐ Am I on a **Busy Road**?
- ☐ Do I have a **Steep Driveway**?
- ☐ Do I have any **Synthetic Stucco**?
- ☐ Do I have a **Split-level** style home ?
- ☐ Is the **Master Bedroom Lower** than the front door?
- ☐ Do I have **Less Than Three bedrooms** on the main floors?
- ☐ Do I have a **Finish-able Basement**?
- ☐ **How High are my Ceilings**?
- ☐ Do I have a **Garage** ?
  - ☐ Is my **Garage below the main level**?
  - ☐ If I am over \$1M, do I have a **Three Car Garage**?
  - ☐ Is my **Garage Front Entry (vs Side Entry)** ?
- ☐ Do I have a **private (non-shared) Master Bath** ?
- ☐ Have I **Only Renovated Part** of my home?
- ☐ Do I have **More that 2 sets of Stairs**?
- ☐ How would I rate my **Landscaping Versus Other Homes** currently on the market?
- ☐ Is my **Flooring Consistent** throughout ? How many different materials?
- ☐ What **Elementary School District** am I in?
- ☐ Does my **House/Neighborhood need Good Schools**?
- ☐ Do my **Furnishings Match the Price** of my home?
- ☐ Is my **Value Above my neighboring Peers** ?
- ☐ Is the **"Added Value"** obvious and critical ?
- ☐ **How many homes am I competing against?**
- ☐ **How many homes like mine are selling each month?**
- ☐ **How do I stack up** at my price point?



## 8. TO-DO LIST:

This image shows a blank sheet of white paper with horizontal black ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings on the paper.