

## New Listing Information

**Please fill out this form and give a copy of it to Staff by the Monday the week prior to when your listing will come on the market. Thank you!**

Property Address: \_\_\_\_\_ Agent: \_\_\_\_\_

REV Date: \_\_\_\_\_ Broker's Tour Date(s) & Time: \_\_\_\_\_

Open House Date(s) & Time: \_\_\_\_\_

Agent Holding Open House (if different from listing agent): \_\_\_\_\_

### 2 Months Out:

1. **Hills/CCT Real Estate Spotlight** (if trying to use). Real Estate Spotlight is free and requires picture & text from agent. \* Call Linnea Jessup for details (925-943-8285) **at least 2 months before** the date you want. (Y/N) \_\_\_\_\_

### Prior to Listing coming on the Market (week 1):

2. **Agent: New Listing Cards Spreadsheet (Mailing List)**—**at least 3 days before** you need them, deadline to get to Marketing is by **Thursday** the week before you come on the market.

3. **Agent: Order Natural Hazards Report**, report of your choice or a JCP Report (800.748.5233 or [www.disclosures.com](http://www.disclosures.com))

4. **Agent: Disclosure Packets**, assemble the disclosure packet, **Tracy** reviews it (please give at least 24 hours to ensure quality). Once it is complete, **Marketing/Transaction** will scan it in and keep an electronic copy for emailing.

5. **Marketing: Website Rider**, order by **10am Thursday prior** to the week you need it. (Agent pays, approximately \$38)

A. Reserve domain name in Listing Promoter or when you call Planomatic or Open Homes. For example: ([www.123Main.com](http://www.123Main.com)) To check availability, Google the web address you want. If nothing comes up as a website, you are in luck—otherwise keep trying combinations until it works.

B. What is the domain name? \_\_\_\_\_

6. **Marketing: Websites**, one or both and who will make them? \_\_\_\_\_

A. **Planomatic**: 2 day turnaround from on-site visit. Schedule appointments with plenty of lead time. Price based on home's list price. (BHR reimburses half). Order online [www.planomatic.com](http://www.planomatic.com) or 866-599-7526.

B. **Listing Producer/Promoter**: 1 day turnaround from MLS input. Please give Staff your login information. Agent pays for this site~ \$31.50

C. **Open Homes Photography**: 1-2 day turnaround from photo shoot . Schedule appointments with plenty of lead time. Order online or call [www.openhomesphotography.com](http://www.openhomesphotography.com) or 800.647.8310

7. **Agent: Photos** get to Staff ASAP. Deadline for photos to staff is **3pm Wednesday** the week before you come on the market.  
Who is taking photos and when? \_\_\_\_\_

8. **Marketing: Sign and Post** the deadline to order is **1pm Friday** the week before you go on the market.

- A. Submit to Staff by Friday the week before you need it  
Cross street \_\_\_\_\_ Brochure box request \_\_\_\_\_  
Placement instructions \_\_\_\_\_
- B. When do you want the sign up? (they don't install signs Saturday & Sunday) \_\_\_\_\_

9. **Marketing: Hills Ad** (*Alameda Journal, Montclarion, Piedmonter, Berkeley Voice, El Cerrito Journal*)? Agent pays \$23 \_\_\_\_\_ Submit to Marketing by **11am Tuesday**.

10. **Marketing: Ad Review for Broker's Tour?** \_\_\_\_\_ Please fill out sheet and give to Staff to be faxed or complete online submission. Deadlines: Fridays, 5pm for main tour emailed Saturdays.

11. **Marketing: Ad Review Update for Broker's Tour?** \_\_\_\_\_ Please fill out sheet and give to Staff to be faxed or complete online submission. Wednesdays, 3pm (the week of) for Thursday Tour Update emailed Wednesdays.

12. **Marketing: Ad Review for Sunday Open House?** \_\_\_\_\_ Please fill out sheet and give to Staff to be faxed or complete online submission. **Deadlines:** Fridays, 4pm for main tour emailed Saturdays.

**Week Listing comes on the Market (week 2):**

13. **Marketing: Chronicle Ad?** \_\_\_\_\_ First ad is covered by BHR. See Ad sheet below and get text/picture to Staff no later than **12pm Monday** the week you are on the market. Chronicle open guide is automatically included in all Ads.  
Please specify if placing another ad if having a second Open House? \_\_\_\_\_

14. **Marketing: New Listing Card?** \_\_\_\_\_ Get the picture/sketch, and text to Staff by **10am Friday (9 days)** before Sunday Open. Lead time is necessary to ensure delivery in time for open house. (BHR pays 200 cards, directly mailed. If you don't use it, you lose it.)

15. **Marketing: MLS Input?** \_\_\_\_\_ The deadline is **10am Tuesday** to have staff enter into the MLS to make Thursday broker's tour. If you are entering it yourself please let Staff know when it is officially in, and make sure you get it in no later than noon Wednesday for Thursday tour. **3:00pm Thursday** is the deadline to have Staff enter it for a Sunday/Monday open house. Please be available to review your listing and make any necessary changes.  
\*Be sure to add Sunday open house and tour information.

16. **Marketing: Brochures**, get text and pictures to Staff as soon as possible. Deadline to submit flyer text and photos is **Friday by 12pm week prior to coming on the market**. The deadline to order brochures is **11am Tuesday**. (BHR covers half of out of office printing)

- A. Who is designing the brochure? \_\_\_\_\_
- B. How many 4-page brochures would you like? \_\_\_\_\_

17. **Marketing: MLS Flyers**

- A. Brokers flyers quantity and color (white, blue, yellow, pink or green) \_\_\_\_\_
- B. Clients flyers quantity and color (white, blue, yellow, pink or green) \_\_\_\_\_
- C. Anything on the back? \_\_\_\_\_

18. **Marketing: Number of Open House Signs and Time?** \_\_\_\_\_

19. **Marketing: Number of Broker's Tour Signs and Time?** \_\_\_\_\_

20. **Agent: Sign out Lockbox**

21. **Marketing: Upon Closing**, report to the MLS or give Staff the selling agent's name, BRE#, credits and loan type or cash. Ask Staff to call sign down; remember to remove your riders first.

**Chronicle & Hills Ads for Listings**

**Chronicle**

Text Ad:

**AGENT Deadline: No later than Wednesday at noon before the Sunday Open House.** BHR pays for up to 8 ads for the office per month, which may include new listings and/or repeated ads. New listings will take priority and may exceed the 8 listing limit (i.e. if there are 30 new listings, all are paid by BHR.) Price reductions of 10% or more will be treated like new listings. Please limit your ad to up to 4 lines of text per property. Picture Ads are not covered by BHR, but the agent may place them at their own expense.

**Hills/Contra Costa Times Ad:**

**Deadline: Text and picture to Marketing by Thursday Noon, 1 week before the newspaper comes out.** BHR does not pay for Hills advertising, but the agent may place the Ad at their own expense.

Sample Text Ad

**BERKELEY** \$910,000 946 SPRUCE ST. New Listing! 2:00-4:00. Traditional home w/Bennett Christopherson kit/fam rm. Sunny, spacious. Lrg LR, FDR, 3/2.5. More info at [www.946Spruce.com](http://www.946Spruce.com)  
Maya Trilling **BERKELEY HILLS RE** 510.524.9888 x18 (or [www.berkhills.com](http://www.berkhills.com))

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