



Listing Mastery Self-Assessment

Rate yourself on a scale of 1-5 with 5 being the highest rating: system in place, happy with results, needs no additional refinement.

System Component	1-5	Comments/Action Step
Written Business Plan & Goals		
Seller Prospecting Scripts		
Expired system		
FSBO system		
Farming Plan		
Customized Listing Presentation		
Pre-Listing Package		
CRM system with Seller Action Plan		
Marketing & Service Commitment		
Online Marketing Strategies 100% complete profiles on Zillow, Trulia, Homes, Realtor.com Featured Listings & Advertising Budget Listhub – reports upgrade My Website-Featured Listings Single Property Website Social Media Plan		



Photography & Video Use a professional photographer Using Video/Virtual Tour YouTube and/or Vimeo Channel		
Post-Closing follow-up plan		

Prioritize your Action Plan:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____