Start with the facts.

A preparation sheet, not a listing agreement, valuation, marketing authorization, or legal opinion.

Property type and market

Verified features and their source

Unknown facts and who will verify them

Authorized photos and rights

Broker-approved contact and disclosure requirements

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Plan the launch.

Confirm actual responsibilities and dates. Do not invent an event or treat this checklist as permission to publish.

☐ Confirm property facts and required approvals.

☐ Prepare listing-copy and social draft briefs.

☐ Plan footage you are authorized to record.

☐ Verify whether an open house is actually approved and scheduled.

☐ Assign the review owner and confirm the next real action.

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Review before use.

- ☐ All claims match verified sources.
- ☐ No invented features, statistics, rental rights, permits or outcomes.
- ☐ Photos, logos, text and other assets are authorized.
- ☐ Privacy, contact permission and fair-housing concerns have been reviewed.
- ☐ Brokerage identification and required disclosures are present.
- ☐ Event dates, contact details and calls to action are correct.
- ☐ The appropriate human reviewer has approved the intended use.

Unresolved questions

Actual reviewer and next action

Completion of this worksheet does not certify regulatory compliance or create a guarantee of results.

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