

Step 03 - Market

Make the house easy to find-and safe to show.

Property: _____ Date: _____

- ☐ Use bright, level photographs and a factual description that avoids fair-housing problems.
- ☐ Create one source of truth for price, features, exclusions and showing instructions.
- ☐ Verify identity before an unaccompanied showing; secure medication, mail and valuables.
- ☐ Compare flat-fee MLS vendors by term, changes, photo count, cancellation, support and total cost.
- ☐ Ask exactly what you must handle: data entry, inquiries, scheduling, changes and compliance.

Checkpoint: The listing package, showing rules and inquiry process are ready.

Notes / questions / next action

Sources to verify before acting

TREC license holder search

<https://www.trec.texas.gov/apps/license-holder-search/>

NAR compensation guide

<https://www.nar.realtor/the-facts/consumer-guide-offers-of-compensation>