

THE LISTING PROCESS

HOW PORCHLIGHT STAFF TAKE YOUR LISTING FROM SUBMISSION TO CLOSING

TC = Transaction Coordinator | **PLS** = Pre-Listing Services | **MC** = Marketing Coordinator

Please note all marketing services occur Monday through Friday excluding holidays.

PHASE 1: SUBMISSION & STAGING CONSULTATION

AGENT	Listing Sub 1 must be submitted via Connect2 by noon at least 7 business days prior to market date, with Listing Agreement signed
TC	Intro email sent (if submitted before noon on a business day, sent by EOD; otherwise sent by noon the following business day)
TC	Disclosures prepped in CTM
PLS	Staging consultation appointment (stager will call to schedule within 1 business day of LS1 approval)
PLS	Stager sends homework list & due date* is set (done asap, but always within 2 business days of consult)
PLS	PLS schedules all services (generally the week prior to market date so as to avoid rescheduling)
TC	Market prep calendar email sent once all services are scheduled
CLIENT	Homework must be completed and home must be “ready-to-go” at least 5 business days prior to market date or market date will be pushed back and rescheduling fees may apply

PHASE 2: PRE-MARKET SERVICES & MARKETING

AGENT	Listing Sub 2 must be submitted at least 5 business days prior to market date
PLS	Pre-market services completed: <ul style="list-style-type: none">• Market Shine clean (or deep/full clean for additional fee)—if Market Shine is waived (occupied only), move out clean is \$50• Measurements—floorplans will be delivered to TCs within 2 business days of measurement appointment• Photography/virtual tour—photos & VT will be delivered to MCs by 2pm the business day following photo appointment• Yard sign placement—agents are responsible for window sign placement• Staging (for vacant properties)
MC	Listing Brochure Suite created

PHASE 3: ON-MARKET

TC	Starts MLS listing as incoming with available information (standard info, photos, virtual tour, showing instructions, etc.)
TC	Proofs MLS listing, makes necessary edits/additions and approves
	Listing automatically syndicated to all major real estate websites per MLS checkboxes (can take up to 48 hours)
PLS/MC	Listing held open through Open House program (optional): <ul style="list-style-type: none">Scheduling coordination (PLS)Up to 10 open house directional signs placed (PLS)Open Houses advertised on website, on Facebook, Twitter & Instagram (MC)

THE LISTING PROCESS

PHASE 4: UNDER CONTRACT

AGENT	Submits Contract via Connect2
TC	Contract dates & deadlines email sent to client (if submitted before noon on a business day, sent by EOD; otherwise sent by noon the following business day)
TC	Closing calendar invite sent to client (agent confirms details as necessary)
TC	Deadlines automatically tracked to agent's calendar (additional dates can be added upon request): <ul style="list-style-type: none"> Acceptance EM Record Title Deadline Inspection Objection Deadline Inspection Resolution Deadline Appraisal Objection Deadline Loan Objection Deadline Closing Date Possession Date
TC	Title work & HOA docs ordered (upon request); CDA prepared & sent
TC	All required docs & signatures tracked & retrieved with full transparency
TC	Basic contract support & preparation: <ul style="list-style-type: none"> Name changes on Amends (based on email from agent for tracking purposes) Date changes on Amends (based on email from agent for tracking purposes) Preparing Disclosures—SPD, Sq Ft, Source of Water, Wire Fraud, Closing Instructions

PHASE 5: POST-CLOSING

TC	Closing packet received from Title and checked for necessary signatures; requested as necessary
TC	All docs zipped and emailed to client
TC	Email sent on behalf of agent for social media reviews & testimonials

THE LISTING PROCESS TIMELINE

<p>This calendar illustrates the 5 business days required to get a home on the market after the home is in "ready-to-go" condition. The 7 total day turnaround assumes the homework is completed and the home is "ready-to-go" within the first 2 business days. If more prep time is needed, the market date will be pushed out.</p>	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	DAY 2	DAY 3	DAY 4	DAY 5 MARKET DATE	DAY 1