Wallace Realty Group, LLC
3800 American Blvd W
#1500-3386
Bloomington, MN 55431
P: (612) 643-9379

The Listing Launch Checklist

This checklist reflects a proactive, strategy-driven approach—not a one-size-fits-all listing.

Pricing Strategy

Pricing is approached as a strategic decision, not a guess and not a "test it and see" approach.

- **Review seller goals, timing, and priorities**
- Analyze neighborhood, comparable sales, and competition
- Evaluate buyer demand and market trends
- **Set strategic pricing to drive buyer interest**
- Review estimated net proceeds

Listing Launch Plan – Preparation

Most homes don't fail because of the market—they fail because of poor preparation and weak launches.

- **Prelisting inspection and improvement recommendations**
- Declutter and staging guidance
- Pre-listing repairs and touch-ups
- Professional cleaning coordination
- Curb appeal optimization

Listing Launch Plan – Marketing & Exposure

- Professional photography and media
- Compelling property description writing
- MLS setup optimized for visibility
- Online distribution and agent outreach
- Showing coordination and feedback tracking

Offer Strategy & Execution

The strongest outcome often comes from how offers are handled, not just how the home is marketed.

- Review and compare offers

Wallace Realty Group, LLC
3800 American Blvd W
#1500-3386
Bloomington, MN 55431
P: (612) 643-9379

- Multiple-offer strategy when applicable
- Negotiation and counteroffer guidance
- Inspection and appraisal strategy
- Transaction oversight through closing

Why This Works

- Homes are priced strategically, not emotionally or reactively
- Preparation happens before the listing goes live—not after showings slow down
- Marketing is designed to create urgency, not just exposure
- Negotiation focuses on net results and risk management, not just the headline price
- Clear communication and oversight prevent last-minute surprises

This approach is designed to create leverage early—when buyers are paying the most attention.

This checklist outlines a deliberate, hands-on listing process designed to protect your price and maximize your results.