

Congratulations on earning the Seller's business.  
We're here to help make you look good (or better)!

PLEASE ensure your Seller has a clear understanding of the time it will take to properly prepare an effective marketing campaign. You may "list" the property as "coming soon" in FMLS but ensure they understand that per license law, we cannot advertise the property to the public until the Lifestyle Story campaign is ready. At a minimum it will take 2 days from the day you have submitted all the required documents. **PLAN ACCORDINGLY!**

1. Contact your preferred photographer and schedule photography of the property. Ideally, photos should be done within 2 to 3 days of your meeting with the Seller. Here are a few photography/video options:
  - Sabrina Samuels at 706-498-6040
  - Drone Media Solutions (call Elaine, ask for Mike) at 404-932-1669
  - HomeJab schedule online at [www.homejab.com](http://www.homejab.com)
2. If you need a post installed, please request that from Kim by creating an update in the property's appFile and notifying Kim. The signpost will be installed within 3 days. If you need a custom hanging panel, please make that request in the property's appFile. Panel production can take up to 7 days.
3. FULLY COMPLETE the necessary paperwork for the property within 2 to 3 days, upload them into the property's appFile and submit to Kim. Documents include:
  - GAR Listing Agreement
  - Dual Entry Data Form
  - Home Seller Insights
  - Strategic Online Media Marketing
  - Cooperative Showing Instructions
4. Follow up with the Photographer for the photos and upload them into the property's appFile and notify Kim.
5. Working with Jacob & Rusty, Kim will create the Lifestyle Story and provide you with draft versions for your approval within 2 business days. Please review the materials and request changes within 1 day of receipt. If you do not notify us of changes, we will move forward with the drafted version.
6. Collateral will go into production per #4. Digital copies will be available within 2 days and professional printing will be available within 4 days.
7. Go sell the property!