

- » PorchLight requires a minimum of seven business days for a guaranteed Market Date.
- » All marketing services are scheduled on business days; please account for Holidays.



**Step 1 is usually completed within the first 2 business days of your agent turning in the signed listing agreement to the office.**

## STEP 1

- Listing Agreement complete and turned into the office.
- Staging Coordinator Preview: Our staging consultant will stop by your property to take a look and determine what type/size of furniture will be needed for staging.
- The Staging Coordinator will communicate to our Services Coordinator to schedule the remaining pre-market services.



**Step 2 is completed after the Staging Coordinator has previewed your property.**

## STEP 2

- Service Coordinator schedules services.
- One of our Transaction Coordinators will email you with your Pre-Market Preparation Calendar. This calendar will specify all of the dates and times each service will be performed on your home.



**Steps 3 - 4 are generally completed within 5 business days prior to Market Date.  
All services take a minimum of 4 days to complete**

## STEP 3

**Completion of remaining marketing services: cleaning, sign placement, measurements and photography/virtual tour. You do not need to be present for any of these services.**

- **Staging:** PorchLight will supply and install all necessary items for staging your house on this day. This could be furniture, accessories, art, and/or any type of linens.
- **Market Shine:** A PorchLight employee will come to your home and do all basic cleaning. Including: dusting, floors, exterior of appliances, countertops, and bathrooms. If you would like more detailed information on this, please request a Market Shine postcard from your agent.
- **Measurements:** PorchLight will send a licensed appraiser to your home to do the most up to date measurement methods and diagram an accurate replica of your homes floor plan for our brochures.
- **Photography/Virtual Tour:** Our professional photographer will take photos inside and outside to create a Virtual Tour of your home shot as if you were walking through the house in real time!
- **Sign Placement:** The distinctive PorchLight Sign will be placed in your yard to let everyone know this home is available!

## STEP 4

- **Marketing Materials and MLS:** This is the final day of the listing process. Your home will be entered into the MLS (Multiple Listings Service) where any licensed agent can view your home details and photos.
- Your Agent will have brochures to place in your house and with the yard sign for prospective buyers to see.
- Within 24 to 48 hours following entry into the MLS your property will begin to appear on all major real estate websites.