

## **Before a property is listed**

1. Make appointment with seller for listing presentation
2. Send seller a written or e-mail confirmation of listing appointment and call to confirm
3. Review pre-appointment questions
4. Research all comparable currently listed properties
5. Research sales activity for past 18 months from MLS and public records databases
6. Research "Average Days on Market" for this property of this type, price range and location
7. Download and review property tax roll information
8. Prepare "Comparable Market Analysis" (CMA) to establish fair market value
9. Obtain copy of subdivision plat/complex lay-out
10. Research property's ownership & deed type
11. Research property's public record information for lot size & dimensions
12. Research and verify legal description
13. Verify legal names of owner(s) in county's public property records
14. Prepare listing presentation package with above materials
15. Perform exterior "Curb Appeal Assessment" of subject property
16. Compile and assemble formal file on property

## **Make All The Difference with Listings**

17. Give seller an overview of current market conditions and projections
18. Review agent's and company's credentials and accomplishments in the market
19. Present company's profile and position or "niche" in the marketplace
20. Present CMA Results To Seller, including Comparables, Solds, Current Listings & Expired
21. Offer pricing strategy based on professional judgment and interpretation of current market conditions
22. Discuss Goals With Seller To Market Effectively
23. Explain market power and benefits of Multiple Listing Service
24. Explain the work the brokerage and agent do "behind the scenes" and agent's availability on weekends
25. Explain agent's role in taking calls to screen for qualified buyers and protect seller from curiosity seekers
26. Present and discuss strategic master marketing plan
27. Explain different agency relationships and determine seller's preference
28. Review and explain all clauses in Listing Contract & Addendum and obtain seller's signature

## **Attention to Detail Keeps Buyers & Sellers on Point From Fences to Fees**

29. Review current title information
30. Measure interior room sizes
31. Confirm lot size via owner's copy of certified survey, if available
32. Note any and all unrecorded property lines, agreements, easements
33. Review house plans and make copy
34. Order plat map for retention in property's listing file
35. Prepare showing instructions for buyers' agents and agree on showing time window with seller
36. Obtain current mortgage loan(s) information: companies and & loan account numbers
37. Discuss possible buyer financing alternatives and options with seller
38. Identify Home Owner Association manager if applicable

39. Verify Home Owner Association Fees with manager - mandatory or optional and current annual fee
40. Research electricity availability and supplier's name and phone number
41. Calculate average utility usage from last 12 months of bills
42. Research and verify city sewer/septic tank system
43. Water System: Calculate average water fees or rates from last 12 months of bills
44. Natural Gas: Research/verify availability and supplier's name and phone number
45. Verify security system, current term of service and whether owned or leased
46. Prepare detailed list of property amenities and assess market impact
47. Compile list of completed repairs and maintenance items
48. Explain benefits of Home Owner Warranty to seller
49. When received, place Home Owner Warranty in property file for conveyance at time of sale
50. Have extra key made for lockbox
51. Verify if property has rental units involved. And if so:
52. Review results of Interior Décor Assessment and suggest changes to shorten time on market

### **Multiple Listing Service Database**

53. Prepare MLS Profile Sheet – Agents is responsible for "quality control" and accuracy of listing data
54. Proofread MLS database listing for accuracy - including proper placement in mapping function
55. Add property to company's Active Listings list
56. Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form within 48 hours
57. Take additional photos for upload into MLS and use in flyers. Discuss efficacy of panoramic photography

### **Buying & Selling, It's More Than a Sign in the Yard**

58. Create print and Internet ads with seller's input
59. Coordinate showings with owners, tenants, and other Realtors®. Return all calls – weekends included
60. Install electronic lock box if authorized by owner. Program with agreed-upon showing time windows
61. Prepare flyers & feedback faxes
62. Prepare property marketing brochure for seller's review
63. Upload listing to company and agent Internet site, if applicable
64. Feedback e-mails/faxes sent to buyers' agents after showings
65. Review weekly Market Study
66. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
67. Promptly enter price changes in MLS listing database

### **REALTFollow the MoneyORS Can Make Contracts Make Sense**

68. Receive and review all Offer to Purchase contracts submitted by buyers or buyers' agents.
69. Evaluate offer(s) and prepare a "net sheet" on each for the owner for comparison purposes
70. Counsel seller on offers. Explain merits and weakness of each component of each offer
71. Contact buyers' agents to review buyer's qualifications and discuss offer
72. Fax/deliver Seller's Disclosure to buyer's agent or buyer upon request and prior to offer if possible
73. Confirm buyer is pre-qualified by calling Loan Officer
74. Obtain pre-qualification letter on buyer from Loan Officer
75. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date
76. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
77. When Offer to Purchase Contract is accepted and signed by seller, deliver to buyer's agent

78. Record and promptly deposit buyer's earnest money in escrow account.
79. Fax copies of Offer to Purchase contract to lender
80. Provide copies of signed Offer to Purchase contract for office file
81. Change status in MLS to "Sale Pending"
82. Update transaction management program to show "Sale Pending"
83. Review buyer's credit report results – Advise seller of worst and best case scenarios
84. Assist buyer with obtaining financing, if applicable and follow-up as necessary
85. Deliver unrecorded property information to buyer
86. Verify termite inspection ordered

### **Follow the Money**

87. Confirm Verifications Of Deposit & Buyer's Employment Have Been Returned
88. Follow Loan Processing Through To The Underwriter
89. Add lender and other vendors to transaction management program so agents, buyer and seller can track progress of sale
90. Contact lender weekly to ensure processing is on track
91. Relay final approval of buyer's loan application to seller

### **Guide Consumers Through the Inspection Process**

92. Coordinate with seller buyer's access for professional home inspection
93. Review home inspector's report
94. Enter completion into transaction management tracking software program
95. Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract
96. Ensure seller's compliance with Home Inspection Clause requirements
97. Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform
98. any required repairs

### **Closing**

99. Contract Is Signed By All Parties
100. Coordinate closing process with buyer's agent and lender
101. Update closing forms & files
102. Ensure all parties have all forms and information needed to close the sale
103. Select location where closing will be held
104. Confirm closing date and time and notify all parties
105. Assist in solving any title problems (boundary disputes, easements, etc) or in obtaining Death Certificates
106. Research all tax, HOA, utility and other applicable perorations