

### **Pre-Listing Activities**

- 1 Make appointment with seller for listing presentation
- 2 Make written confirmation of appointment and add Seller to database(s) for updates about future offers on their home
- 3 Prepare and Review pre-appointment questions specific to property/area
- 4 Research all comparable and currently listed properties
- 5 Research all 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 in-depth "Comparative Market Analysis" (CMA) to establish fair market value
- 9 Obtain copy of subdivision plat/complex lay-out
- 10 Research property's ownership & deed type to prevent future issues in the selling process and for legal documents
- 11 Research property's public record information for official lot size & dimensions
- 12 Research and verify legal description for legal documents
- 13 Research property's land use coding and deed restrictions
- 14 Research property's current use and zoning
- 15 Verify legal names of owner(s) in county's public property records
- 16 Prepare listing presentation package with above materials
- 17 Perform exterior "Curb Appeal Assessment" of subject property
- 18 Compile and assemble formal file on property for all parties (Agent/Seller/Buyers/Title Co./etc.)
- 19 Confirm current public schools and explain impact of schools on market value
- 20 Review listing appointment checklist to ensure all steps and actions have been completed

### **Listing Appointment Presentation**

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

### **Once Property is Under Listing Agreement**

- 34 Review current title information
- 35 Measure overall and heated square footage
- 36 Measure interior room sizes
- 37 Confirm lot size via owner's copy of certified survey, if available
- 38 Note any and all unrecorded property lines, agreements, easements

- 39 Obtain house plans, if applicable and available
- 40 Review house plans and make copy
- 41 Order plat map for retention in property's listing file
- 42 Prepare showing instructions for buyers' agents and agree on showing time window with seller
- 43 Obtain current mortgage loan(s) information: companies and & loan account numbers
- 44 Verify current loan information with lender(s)
- 45 Check assumability of loan(s) and any special requirements
- 46 Discuss possible buyer financing alternatives and options with seller
- 47 Review current appraisal if available
- 48 Identify Home Owner Association manager if applicable
- 49 Verify Home Owner Association Fees with manager - mandatory or optional and current annual fee
- 50 Order copy of Homeowner Association bylaws, if applicable
- 51 Research electricity availability and supplier's name and phone number
- 52 Calculate average utility usage from last 12 months of bills
- 53 Research and verify city sewer/septic tank system
- 54 Water System: Calculate average water fees or rates from last 12 months of bills )
- 55 Well Water: Confirm well status, depth and output from Well Report
- 56 Natural Gas: Research/verify availability and supplier's name and phone number
- 57 Verify security system, current term of service and whether owned or leased
- 58 Verify if seller has transferable Termite Bond
- 59 Ascertain need for lead-based paint disclosure
- 60 Prepare detailed list of property amenities and assess market impact
- 61 Prepare detailed list of property's "Inclusions & Conveyances with Sale"
- 62 Compile list of completed repairs and maintenance items
- 63 Send "Vacancy Checklist" to seller if property is vacant
- 64 Explain benefits of Home Owner Warranty to seller
- 65 Assist sellers with completion and submission of Home Owner Warranty Application
- 66 When received, place Home Owner Warranty in property file for conveyance at time of sale
- 67 Have extra key made for lockbox
- 68 Verify if property has rental units involved. And if so:
- 69 .. Make copies of all leases for retention in listing file
- 70 .. Verify all rents & deposits
- 71 .. Inform tenants of listing and discuss how showings will be handled
- 72 Arrange for installation of yard sign
- 73 Assist seller with completion of Seller's Disclosure form
- 74 "New Listing Checklist" Completed
- 75 Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
- 76 Review results of Interior Décor Assessment and suggest changes to shorten time on market
- 77 Load listing into transaction management software program

#### **Entering Property in Multiple Listing Service Database**

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

#### **Marketing The Listing**

- 84 Create print and Internet ads with seller's input

- 85 Coordinate showings with owners, tenants, and other Realtors®. Return all calls - weekends included
- 86 Install lock box if authorized by owner.
- 87 Prepare mailing and contact list
- 88 Generate mail-merge letters to contact list
- 89 Order “Just Listed” labels & reports
- 90 Prepare flyers & feedback faxes
- 91 Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability
- 92 Prepare property marketing brochure for seller’s review
- 93 Arrange for printing or copying of supply of marketing brochures or fliers
- 94 Place marketing brochures in all company agent mail boxes
- 95 Upload listing to company and agent Internet site, if applicable
- 96 Mail Out “Just Listed” notice to all neighborhood residents
- 97 Advise Network Referral Program of listing
- 98 Provide marketing data to buyers coming through international relocation networks
- 99 Provide marketing data to buyers coming from referral network
- 100 Provide “Special Feature” cards for marketing, if applicable
- 101 Submit ads to company’s participating Internet real estate sites
- 102 Price changes conveyed promptly to all Internet groups
- 103 Reprint/supply brochures promptly as needed
- 104 Loan information reviewed and updated in MLS as required
- 105 Feedback e-mails/faxes sent to buyers’ agents after showings
- 106 Review weekly Market Study
- 107 Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
- 108 Place regular weekly update calls to seller to discuss marketing & pricing
- 109 Promptly enter price changes in MLS listing database

### **The Offer and Contract**

- 109 Receive and review all Offer to Purchase contracts submitted by buyers or buyers’ agents.
- 110 Evaluate offer(s) and prepare a “net sheet” on each for the owner for comparison purposes
- 111 Counsel seller on offers. Explain merits and weakness of each component of each offer
- 112 Contact buyers’ agents to review buyer’s qualifications and discuss offer
- 113 Fax/deliver Seller’s Disclosure to buyer’s agent or buyer upon request and prior to offer if possible
- 114 Confirm buyer is pre-qualified by calling Loan Officer
- 115 Obtain pre-qualification letter on buyer from Loan Officer
- 116 Negotiate all offers on seller’s behalf, setting time limit for loan approval and closing date
- 117 Prepare and convey any counteroffers, acceptance or amendments to buyer’s agent
- 118 Fax copies of contract and all addendums to closing attorney or title company
- 119 When Offer to Purchase Contract is accepted and signed by seller, deliver to buyer’s agent
- 120 Record and promptly deposit buyer’s earnest money in escrow account.
- 121 Disseminate “Under-Contract Showing Restrictions” as seller requests
- 122 Deliver copies of fully signed Offer to Purchase contract to seller
- 123 Fax/deliver copies of Offer to Purchase contract to Selling Agent
- 133 Fax copies of Offer to Purchase contract to lender
- 124 Provide copies of signed Offer to Purchase contract for office file
- 125 Advise seller in handling additional offers to purchase submitted between contract and closing
- 126 Change status in MLS to “Sale Pending”
- 127 Update transaction management program to show “Sale Pending”
- 128 Review buyer’s credit report results – Advise seller of worst and best case scenarios
- 129 Provide credit report information to seller if property will be seller-financed
- 130 Assist buyer with obtaining financing, if applicable and follow-up as necessary

- 131 Coordinate with lender on Discount Points being locked in with dates
- 132 Deliver unrecorded property information to buyer
- 133 Order septic system inspection, if applicable
- 134 Receive and review septic system report and assess any possible impact on sale
- 135 Deliver copy of septic system inspection report lender & buyer
- 136 Deliver Well Flow Test Report copies to lender & buyer and property listing file
- 137 Verify termite inspection ordered
- 138 Verify mold inspection ordered, if required

#### **Tracking the Loan Process**

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

#### **Home Inspection**

- 144 Coordinate buyer's professional home inspection with seller
- 145 Review home inspector's report
- 146 Enter completion into transaction management tracking software program
- 147 Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract
- 148 Ensure seller's compliance with Home Inspection Clause requirements
- 149 Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
- 150 Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed

#### **The Appraisal**

- 151 Schedule Appraisal
- 154 Provide comparable sales used in market pricing to Appraiser
- 152 Follow-Up On Appraisal
- 151 Enter completion into transaction management program
- 153 Assist seller in questioning appraisal report if it seems too low

#### **Closing Preparations and Duties**

- 154 Contract Is Signed By All Parties
- 155 Coordinate closing process with buyer's agent and lender
- 156 Update closing forms & files
- 157 Ensure all parties have all forms and information needed to close the sale
- 158 Select location where closing will be held
- 159 Confirm closing date and time and notify all parties
- 160 Assist in solving any title problems (boundary disputes, easements, etc) or in obtaining Death Certificates
- 161 Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing
- 172 Research all tax, HOA, utility and other applicable prorations
- 162 Request final closing figures from closing agent (attorney or title company)
- 163 Receive & carefully review closing figures to ensure accuracy of preparation
- 164 Forward verified closing figures to buyer's agent
- 165 Request copy of closing documents from closing agent
- 166 Confirm buyer and buyer's agent have received title insurance commitment
- 167 Provide "Home Owners Warranty" for availability at closing

- 168 Review all closing documents carefully for errors
- 169 Forward closing documents to absentee seller as requested
- 170 Review documents with closing agent (Escrow)
- 171 Provide earnest money deposit check from escrow account to closing agent
- 173 Coordinate this closing with seller's next purchase and resolve any timing problems
- 174 Have a "no surprises" closing so that seller receives a net proceeds check at closing
- 175 Refer sellers to one of the best agents at their destination, if applicable
- 176 Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
- 177 Close out listing in transaction management program