

101 THINGS REALTORS® DO FOR YOU!

Pre-Listing Activities

1. Make an appointment with seller for listing presentation
2. Research all comparable currently listed properties
3. Research sales activity for past 10 months from MLS and public records database
4. Research “Average Days On Market” for this property of this type, price range and location
5. Download and review property tax roll information
6. Prepare “comparable Market Analysis” (CMA) to establish fair market value
7. Research and verify legal description
8. Research property’s zoning, land use and deed restrictions
9. Prepare listing presentation package with above materials
10. Perform exterior “Curb Appeal Assessment” of subject property
11. Confirm current public school
12. Review listing appointment checklist to ensure all steps and actions have been completed

Listing Appointment Presentation

13. Give seller an overview of current market conditions and projections
14. Review agent’s and company’s credentials and accomplishments in the market
15. Explain different agency relationships and determine seller’s preference
16. Present CMA results to seller, including comparables, solds, current listings & expireds
17. Offer pricing strategy based on professional judgment and interpretation of current market conditions
18. Explain market power and benefits of Multiple Listing Service
19. Explain market power of IDX and REALTOR.com
20. Explain role in taking calls to screen for qualified buyers, protecting seller from curiosity seekers
21. Review and explain all clauses in Listing contract and addendum and obtain seller’s signature

Once Property is Under Listing Agreement

22. Review current title information
23. Confirm overall and air conditioned square footage
24. Measure interior room sizes
25. Confirm lot size via owner’s copy of certified survey, if available
26. Print plat map if available for property’s listing file
27. Prepare showing instructions for buyers’ agents and agree on showing time window with seller
28. Obtain current mortgage loan information: companies and loan account numbers
29. Discuss possible buyer financing alternatives and options with seller
30. Review current appraisal if available
31. Verify Home Owner Association Fees with manager – mandatory or optional and current annual fee
32. Order copy of Homeowner Association bylaws, if applicable
33. Research utilities and supplier’s name and phone number
34. Verify if seller has transferable Termite Bond
35. Ascertain need for lead-based paint disclosure

36. Explain benefits of Home Owner Warranty to seller
37. When received, place Home Owner Warranty in property file for conveyance at time of sale
38. Have extra key made for lockbox
39. Verify if property has rental units involved. And if so:
 - a. Make copies of all leases for retention in listing files
 - b. Verify all rents & deposits
 - c. Inform tenants of listing and discuss how showings will be handled
40. Arrange for installation of yard sign
41. Assist seller with completion of Seller's Disclosure
42. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
43. Review results of Interior Décor Assessment and suggest changes to shorten time on market

Entering Property in Multiple Listing Service Database

44. Prepare MLS Property Profile Forms – Agent is responsible for “quality control” and accuracy of listing data
45. Enter property data from Profile sheet into MLS Listing Database
46. Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Entry Form within 48 hours
47. Take additional photos for upload into MLS and use in flyers

Marketing The Listing

48. Coordinate showings with owners, tenants, and other Realtors
49. Install electronic lock box if authorized by owner and program with agreed-upon showing time windows
50. Order “Just Listed” mailing pieces
51. Review comparable MLS listings and regularly to ensure property remains competitive in price, terms, conditions, and availability
52. Prepare property marketing brochure for seller's review
53. Mail out “Just Listed” notice to all neighborhood residents
54. Provide marketing data to buyers coming from referral network
55. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
56. Place regular update calls to seller to discuss marketing and pricing
57. Promptly enter price changes in MLS listing database

The Offer and Contract

58. Receive and review all Offer to Purchase contracts submitted by buyers or buyer's agents
59. Evaluate offer(s) and prepare a “net sheet” on each for the owner for comparison purposes
60. Counsel seller on offers. Explain merits and weaknesses of each component of each offer
61. Fax or deliver Seller's Disclosure form to buyer's agent or buyer (upon request and prior to offer being made if possible)
62. Confirm buyer is pre-qualification letter on buyer from Loan Officer
63. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date
64. Fax copies of contract and all addendums to closing attorney or title company
65. When an Offer to Purchase Contract is accepted and signed by seller, deliver signed offer to buyer's agent
66. Deliver copies of fully signed Offer to Purchase contract to seller
67. Fax/deliver copies of Offer to Purchase contract to selling agent
68. Fax copies of Offer to Purchase contract to lender

69. Handle any additional offers to purchase that may be submitted between contract and closing
70. Assist buyer with obtaining financing, if applicable and follow-up as necessary
71. Verify termite inspection ordered
72. Verify mold inspection ordered, if required

Tracking the Loan Process

73. Confirm Verifications of Deposit & Buyer's Employment Have Been Returned
74. Follow loan processing through to the underwriter
75. Contact lender weekly to ensure processing is on track
76. Relay final approval of buyer's loan application to seller

Home Inspection

77. Coordinate buyer's professional home inspection with seller
78. Review home inspector's report
79. Ensure seller's compliance with Home Inspection Clause requirements
80. Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
81. Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed

The Appraisal

82. Schedule Appraisal
83. Provide comparable sales used in market pricing to appraiser

Closing Preparations and Duties

84. Contract is signed by all parties
85. Coordinate closing process with buyer's agent and lender
86. Ensure all parties have all forms and information needed to close the sale
87. Confirm closing date and time and notify all parties
88. Assist in solving any title problems (boundary disputes, easements, etc) and/or Death Cert.
89. Work with buyer's agent in scheduling and conducting buyer's final walk-thru prior to closing
90. Research all tax, HOA, utility and other applicable prorations
91. Request final closing figures from closing agent
92. Confirm buyer and buyer's agent have received title insurance commitment
93. Provide "Home Owners Warranty" for availability at closing
94. Reviews all closing documents carefully for errors
95. Forward closing documents to absentee seller as requested
96. Review documents with closing agent or attorney
97. Provide earnest money deposit check from escrow account to closing agent
98. Coordinate this closing with seller's next purchase and resolve any timing problems
99. Have a "no surprises" closing and present seller a net proceeds check at closing
100. Refer sellers to one of the best agents at their destination, if applicable
101. Change MLS listing to Sold and enter sale date and price