



Partial List of items we do when listing property for you!

Depending on the transaction, some may take minutes, hours, or even days to complete, while some may not be needed. More importantly, they reflect the level of skill, knowledge and attention to detail required in today's real estate transaction, underscoring the importance of having help and guidance from someone who fully understands the process – a REALTOR®. Never forget that REALTORS® are pledged to uphold the stringent, enforceable tenets of the REALTOR® Code of Ethics in their professional dealings with the public. Not every real estate licensee holds REALTOR® membership. Make sure yours does!

Pre-Listing Activities

- 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 several months from MLS and public records
- 6 Research "Average Days on Market" for property of this type, price range and location
- 7 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 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
- 17 Perform exterior "Curb Appeal Assessment" of subject property
- 18 Compile and assemble formal file on property
- 19 Confirm current public schools and explain impact of schools on market value
- 20 Review listing appointment checklist ensuring all 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
- 23 Present company's profile and position or "niche" in the marketplace
- 24 Present CMA Results to seller which includes Comparable Solds & Active Listings
- 25 Offer pricing strategy and probably range of sale based on professional judgment
- 26 Discuss Goals with seller to market property effectively
- 27 Explain market power and benefits of Multiple Listing Service
- 28 Explain market power of web marketing, R3CA.com, VOWs and REALTOR.com

- 29 Explain the work done "behind the scenes" and agent's availability
- 30 Explain agent's role in converting buyer calls to assess qualified buyers
- 31 Present and discuss strategic master marketing plan
- 32 Explain different agency relationships, company policy and seller's preferences
- 33 Explain all clauses in Listing Contract & Addendum and obtain seller's signature

Once Property is Under Listing Agreement

- 34 Review current title information
- 35 Assess overall heated and unheated square footage and living space
- 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 and make copy if applicable and available
- 40 Discuss property additions/modifications and determine if permit was pulled/filed
- 41 Secure original Seller's Property Condition Form for the Listing file
- 42 Determine how showings will occur and prepare instructions for buyers' agents
- 43 Obtain current mortgage loan(s) information: companies and & loan account numbers
- 44 Have seller verify current loan information with lender(s)
- 45 Check 'assumability' of any existing 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 (HOA) manager if applicable
- 49 Have seller verify HO fees with manager - current annual fee and assessments
- 50 Order copy of Homeowner Association bylaws, if applicable
- 51 Research electricity availability and supplier's name and phone number
- 52 Secure average utility usage from last 12 months of bills
- 53 Research and verify city sewer/septic tank system
- 54 Water System: secure 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 warranty
- 59 Ascertain need for lead-based paint disclosure and any federally required disclosures
- 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 Place Home Owner Warranty in property file for conveyance at time of sale
- 67 Secure an 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 Arrange for a Virtual Tour videographer
- 74 "New Listing Checklist" Completed
- 75 Provide seller with suggestions to improve salability based on Curb Appeal
- 76 Review interior décor 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 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
- 81 Add property to company's Active Listings list
- 82 Provide seller with signed copies of Listing Agreement and MLS Profile Sheet
- 83 Take additional photos for upload into MLS and use in flyers

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
- 86 Install electronic 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
- 92 Proofread all newspaper ads
- 93 Arrange for printing or copying of supply of marketing brochures or fliers
- 94 Broadcast property to all company agent – voicemail and email
- 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 Pre-arrange for price adjustments in listing agreement to insure timely adjustments
- 103 Reprint/supply brochures promptly as needed
- 104 Loan information reviewed and updated in MLS as required
- 105 Feedback calls/e-mails/faxes sent to buyers' agents after showings
- 106 Review weekly showings and follow up with cooperating agents
- 107 Discuss feedback from showing agents with seller if received
- 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

- 110 Receive and review all purchase contracts submitted by buyers or buyers' agents.
- 111 Evaluate offer(s) and prepare a "net sheet" on each for the owner for comparison
- 112 Counsel seller on offers. Explain merits and weakness of each component
- 113 Contact buyers' agents to review buyer's qualifications and discuss offer
- 114 Fax/deliver Seller's Disclosure to buyer's agent or buyers upon request
- 115 Obtain pre-qualification letter on buyer from Loan Officer
- 116 Negotiate all offers on seller's behalf based on lawful instructions
- 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 others authorized
- 119 When 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

- 124 Provide copies of signed Offer to Purchase contract for office file
- 125 Advise seller in handling additional offers 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 Coordinate all inspections appointments made by buyer
- 134 Discuss process with seller if requests for repairs made assessing impacts on sale
- 135 Process any inspection contract extensions
- 136 Prepare contractors that an inspection has been scheduled in case they are needed
- 137 Continue to field calls from buyers on property to secure back up showings or offers
- 138 Log all post-contract calls and inquiries in case current offer is voided

Tracking the Loan Process

- 139 Confirm Verifications Of Deposit & Buyer's Employment Have Been Returned
- 140 Process any mortgage extensions in a timely manner that may be required
- 141 Add lender and other vendors to transaction management program
- 142 Monitor progress of loan process with lender or agent weekly to ensure
- 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 and repair requests
- 146 Secure expert opinions from contractors validating or nullifying the request for repair
- 147 Explain seller's responsibilities with respect to loan programs for credits and repairs
- 148 Process any contract extensions
- 149 Coordinate collection and review of repair quotes from qualified contractors
- 150 Negotiate requested repairs on seller's behalf, if needed

The Appraisal

- 151 Coordinate the scheduled Appraisal
- 154 Provide comparable sales used in market pricing to Appraiser if desired
- 152 Follow-Up on Appraisal and resolve issues if they present themselves
- 151 Enter completion into transaction management program
- 153 Assist seller in questioning appraisal report if it seems too low

Closing Preparations and Duties

- 154 Verify all contract terms and conditions have been fulfilled 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 Coordinate with seller's attorney and paralegal to finalize all details
- 159 Attain location of closing and 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 Coordinate the scheduling of buyer's final Walk-Thru prior to closing

- 162 Help seller receive final closing figures from paralegal and attorney
- 163 Review closing figures with seller if desired
- 164 Forward copies of all paid receipts to paralegal and attorney
- 165 Prepare all parties to transfer utilities for the day of closing
- 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 Order check from escrow account to provide to seller at closing
- 171 Provide earnest money deposit check from escrow account to closing agent
- 172 Research all tax, HOA, utility and other applicable prorations
- 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 including price, selling agent's ID numbers, etc.
- 177 Close out listing in transaction management program

Follow Up After Closing

- 178 Answer questions about filing claims with Home Warranty company if requested
- 179 Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
- 180 Respond to any follow-on calls and provide any additional information required from office files.