

Real Estate Agents

179 Reasons YOU Need a Real Estate Agent When Buying or Selling Your Home.

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 from Local MLS Broker Marketplaces and public records databases
- 6.** Research *Average Days on Market* for property of this type, price range, and location
- 7.** Download and review property tax roll/assessor information
- 8.** Prepare preliminary Comparable Market Analysis (CMA) to establish fair market value
- 9.** Obtain copy of subdivision plat/complex lay-out
- 10.** Research property's ownership and deed type
- 11.** Research property's public record information for lot size and 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 with above materials
- 17.** Perform exterior Curb Appeal Assessment of subject property
- 18.** Compile a formal file on property
- 19.** Confirm current public schools and explain impact of schools on market value
- 20.** Review listing appointment checklist to ensure all steps and actions are completed
- 21.** Review Obsolete Property Rehabilitation Act (OPRA) Report from Township for all permitted records
- 22.** Add client into your database

LISTING APPOINTMENT PRESENTATION



- 23.** Give seller an overview of current market conditions and projections
- 24.** Tour property
- 25.** Review agent's and company's credentials and accomplishments in the market
- 26.** Present company's profile and position or niche in the marketplace
- 27.** Present preliminary CMA to seller, including comparable properties, sold properties, current listings, and expired listings
- 28.** Offer pricing strategy with updates to CMA based on tour of home and updates, upgrades professional judgment, and current market conditions
- 29.** Discuss goals with seller to market effectively
- 30.** Explain market power and benefits of Local MLS Broker Marketplaces
- 31.** Explain market power of web marketing, IDX and REALTOR.com
- 32.** Explain the work you do behind the scenes and your availability on weekends
- 33.** Explain role in screening for qualified buyers and protect seller from curiosity seekers
- 34.** Present and discuss strategic master marketing plan
- 35.** Explain transaction/agency brokerage relationship
- 36.** Review and explain all clauses in listing contract and addendum, then obtain seller's signature once property is under listing agreement
- 37.** Review current title information
- 38.** Gather square footage/measure overall and heated square footage as required
- 39.** Measure interior room sizes
- 40.** Confirm lot size via owner's copy of certified survey, if available
- 41.** Note all unrecorded property liens, agreements, easements
- 42.** Obtain house plans, if applicable and available
- 43.** Review house plans and make copy
- 44.** Prepare showing instructions for buyers' agents and showing times with seller
- 45.** Discuss possible buyer financing alternatives and options with seller
- 46.** Review current appraisal if available
- 47.** Identify Homeowner Association manager if applicable
- 48.** Verify Homeowner Association Fees with manager—mandatory or optional, plus fees
- 49.** Order copy of Homeowner Association bylaws, if applicable
- 50.** Research electricity availability, supplier's name, and phone number

LISTING

APPOINTMENT PRESENTATION

(CONTINUED)



- 51.** Have utility companies provide average utility usage from last 12 months of bills
- 52.** Research and verify city sewer/septic tank system
- 53.** Calculate average water fees or rates from last 12 months of bills
- 54.** Confirm well status, depth and output from Well Report
- 55.** Natural Gas: Research/verify availability, supplier's name, and phone number
- 56.** Verify security system, current terms of service and whether owned or leased
- 57.** Verify if seller has transferable Termite Bond
- 58.** Ascertain need for lead-based paint disclosure
- 59.** Prepare detailed list of property amenities and assess market impact
- 60.** Prepare detailed list of property's inclusions and conveyances with sale
- 61.** Compile list of completed repairs and maintenance items
- 62.** Send vacancy checklist to seller if property is vacant and register the property with the township if it is vacant or a rental home
- 63.** Explain benefits of Homeowner Warranty to seller
- 64.** Assist sellers with completion and submission of Homeowner Warranty Application
- 65.** Place Homeowner Warranty in property file for conveyance at time of sale
- 66.** Have extra key made for lockbox and one for your file
- 67.** Verify if property has rental units involved.
- 68.** If the property does have rental units, make copies of all leases for retention in listing file
- 69.** Verify all rents and deposits
- 70.** Inform tenants of listing and discuss how showings will be handled

LISTING APPOINTMENT PRESENTATION (CONTINUED)



71. Arrange for installation of yard sign
72. Complete new listing checklist
73. Review curb appeal assessment and provide suggestions to improve saleability
74. Review interior décor assessment and suggest changes to shorten time on market
75. Load listing into transaction management software program
76. Prepare Local MLS Broker Marketplaces Profile Sheet
77. Enter property data from Profile Sheet into Local MLS Broker Marketplaces Database
78. Proofread Local MLS Broker Marketplaces database listing for accuracy—including proper placement in map
79. Add property to company's active listings list
80. Provide seller copies of the listing agreement and Local MLS Broker Marketplaces Profile Sheet within 48 hours or within the time period of Local MLS Broker Marketplace guidelines
81. Take additional photos for upload into Local MLS Broker Marketplaces and use in fliers
82. Create print and internet ads with seller's input
83. Coordinate showings with owners, tenants, and other agents.
84. Return all calls
85. Install electronic lock box if authorized. Program agreed-to showing times
86. Prepare mailing and contact list
87. Generate mail-merge letters to contact list
88. Order *Just Listed* labels and reports
89. Prepare fliers and feedback reports
90. Review comparable Local MLS Broker Marketplaces regularly to ensure property remains competitive
91. Prepare property marketing brochure for seller's review
92. Arrange for printing or copying of marketing brochures or fliers
93. Place marketing brochures in all company agent mailboxes
94. Upload listing to company and agent Internet site, if applicable
95. Mail out *Just Listed* notice to all neighborhood residents
96. Advise network referral program of listing
97. Provide marketing data to buyers through international relocation network buyers
98. Provide marketing data to buyers coming from referral network
99. Provide *Special Feature* cards for marketing, if applicable

LISTING APPOINTMENT PRESENTATION

(CONTINUED)

100. Submit ads to company's participating internet real estate sites

101. Price changes conveyed promptly to all internet groups

102. Reprint/supply brochures promptly as needed

103. Feedback e-mails sent to buyers' agents after showings

104. Review weekly market study



105. Discuss with sellers any feedback from showings to determine if changes are needed

106. Set up marketing reports on showing-time application and company website

107. Place regular weekly update calls to seller to discuss marketing and pricing

108. Promptly enter price changes in the Local MLS Broker Marketplaces database

OFFERS

- 109.** Receive and review all *Offer to Purchase* contracts submitted by buyers' agents.
- 110.** Evaluate offer(s) and prepare a net sheet for the owner for comparison purposes
- 111.** Explain merits and weakness of each offer to sellers
- 112.** Contact buyers' agents to review buyer's qualifications and discuss offer
- 113.** Deliver *Seller's Disclosure* to buyer upon request and prior to offer if possible. Upload to the Local MLS Broker Marketplaces additional documents at time of listing
- 114.** Confirm buyer is pre-qualified by calling loan officer
- 115.** Obtain buyers' pre-qualification letter from loan officer if not submitted with offer
- 116.** Negotiate all offers per seller's direction on seller's behalf, set time limit for loan approval and closing
- 117.** Prepare and convey counteroffers, acceptance or amendments to buyer's agent
- 118.** Create excel spreadsheets for easy review on multiple bids
- 119.** Email or send copies of contract and all addendum's to the closing attorney or title company
- 120.** When *Offer to Purchase* contract is accepted, deliver to buyer's agent

CONTRACTS

- 121.** Record and promptly deposit buyer's earnest money in escrow account
- 122.** Disseminate under-contract showing restrictions as seller requests
- 123.** Deliver copies of fully signed *Offer to Purchase* contract to seller
- 124.** Deliver copies of *Offer to Purchase* contract to lender
- 125.** Provide copies of signed *Offer to Purchase* contract for office file
- 126.** Advise seller of additional offers submitted between contract and closing
- 127.** Change status in Local MLS Broker Marketplaces to *Sale Pending*
- 128.** Update transaction management program to show *Sale Pending*
- 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

INSPECTIONS

- 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 and buyer
- 136.** Deliver Well Flow Test Report copies to lender and buyer, and property listing file
- 137.** Verify termite inspection ordered
- 138.** Verify mold inspection ordered, if required
- 139.** Confirm verifications of deposit and buyer's employment have been returned
- 140.** Follow loan processing through to the underwriter
- 141.** Add lender and other vendors to your 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 INSPECTIONS

144. Coordinate with seller for buyer's professional home inspection

145. Review home inspector's report

146. Enter completion into transaction management tracking program

147. Explain seller's responsibilities, and recommend an attorney interpret any clauses in the contract

148. Ensure seller's compliance with *Home Inspection Clause* requirements

149. Assist seller with identifying contractors to perform any required repairs

150. Negotiate payment, and oversee all required repairs on seller's behalf, if needed



THE APPRAISAL

151. Schedule appraisal

152. Provide to appraiser any comparable sales used in market pricing

153. Follow-up on appraisal



PROCESSING FOR CLOSING



- 154.** Enter completion into transaction management program
- 155.** Assist seller in questioning appraisal report if it seems too low
- 156.** Get contract signed by all parties
- 157.** Coordinate closing process with buyer's agent and lender
- 158.** Update closing forms and files
- 159.** Ensure all parties have all forms and information needed to close the sale
- 160.** Select location where closing will be held
- 161.** Confirm closing date and time, and notify all parties
- 162.** Assist in solving any title problems or in obtaining death certificates
- 163.** Work with buyer's agent in scheduling buyer's final walk-thru prior to closing
- 164.** Double check all tax, homeowners' association dues, utility, and applicable prorations
- 165.** Request final closing figures from closing agent (attorney or title company)

- 166.** Receive and carefully review closing figures to ensure accuracy of preparation
- 167.** Confirm buyer and buyer's agent have received title insurance commitment
- 168.** Provide homeowners warranty for availability at closing
- 169.** Forward closing documents to absentee seller as requested
- 170.** Review documents with closing agent (attorney)
- 171.** Coordinate closing with seller's next purchase, and resolve any timing problems
- 172.** Have a *no-surprises* closing so seller receives a net-proceeds check at closing
- 173.** Refer sellers to one of the best agents at their destination, if applicable
- 174.** Change Local MLS Broker Marketplaces status to *Sold*. Enter sale date, price, selling broker, etc.

FOLLOW-UP AFTER CLOSING



175. Share the warranty paperwork for claims in the future

176. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied

177. Respond to any calls and provide any information required from office files

178. If a rental, verify all deposits and prorated rents are reflected accurately on the closing statement

179. Close out listing in your management program