

# Do you know there are a minimum of 184 things a REALTOR® does when listing a home or working with buyers to purchase?

## 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 18 months from MLS 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 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 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

## 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 to seller, including comparable properties, sold properties, current listings, and expired listings
25. Offer pricing strategy based on professional judgment and 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 you do behind the scenes and your availability on weekends
30. Explain role in screening for qualified buyers and protect seller from curiosity seekers
31. Present and discuss strategic master marketing plan
32. Explain transaction brokerage relationship
33. Review and explain all clauses in listing contract and addendum, then 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 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 showing times with seller
43. Obtain current mortgage loan(s) information: companies & 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 Homeowner Association manager if applicable
- 49. Verify Homeowner Association Fees with manager — mandatory or optional, plus fees
- 50. Order copy of Homeowner Association bylaws, if applicable
- 51. Research electricity availability, 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. Calculate average water fees or rates from last 12 months of bills
- 55. Confirm well status, depth and output from Well Report
- 56. Natural Gas: Research/verify availability, supplier's name, and phone number
- 57. Verify security system, current terms 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 and 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 Homeowner Warranty to seller
- 65. Assist sellers with completion and submission of Homeowner Warranty Application
- 66. Place Homeowner 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.
- 69. If the property does have rental units, make copies of all leases for retention in listing file
- 70. Verify all rents and 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. Complete new listing checklist
- 75. Review curb appeal assessment and provide suggestions to improve salability
- 76. Review interior décor assessment and suggest changes to shorten time on market
- 77. Load listing into transaction management software program
- 78. Prepare MLS Profile Sheet
- 79. Enter property data from Profile Sheet into MLS Listing Database
- 80. Proofread MLS database listing for accuracy — including proper placement in map
- 81. Add property to company's active listings list
- 82. Provide seller copies of the listing agreement and MLS Profile Sheet within 48 hours
- 83. Take additional photos for upload into MLS and use in fliers

- 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. Program agreed -to showing times
- 87. Prepare mailing and contact list
- 88. Generate mail -merge letters to contact list
- 89. Order *Just Listed* labels and reports
- 90. Prepare fliers and feedback reports
- 91. Review comparable MLS listings regularly to ensure property remains competitive
- 92. Prepare property marketing brochure for seller's review
- 93. Arrange for printing or copying of marketing brochures or fliers
- 94. Place marketing brochures in all company agent mailboxes
- 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 through international relocation network buyers
- 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 sent to buyers' agents after showings
- 106. Review weekly market study
- 107. Discuss with sellers any feedback from showings to determine if changes are needed
- 108. Place regular weekly update calls to seller to discuss marketing and pricing
- 109. Promptly enter price changes in the MLS listing database
- 110. Receive and review all *Offer to Purchase* contracts submitted by buyers' agents.
- 111. Evaluate offer(s) and prepare a net sheet for the owner for comparison purposes
- 112. Explain merits and weakness of each offer to sellers
- 113. Contact buyers' agents to review buyer's qualifications and discuss offer
- 114. Deliver *Seller's Disclosure* to buyer upon request and prior to offer if possible
- 115. Confirm buyer is pre-qualified by calling loan officer
- 116. Obtain buyers' pre-qualification letter from loan officer
- 117. Negotiate all offers on seller's behalf, set time limit for loan approval and closing
- 118. Prepare and convey counteroffers, acceptance or amendments to buyer's agent
- 119. Email or send copies of contract and all addendums to the closing attorney or title company
- 120. When *Offer to Purchase* contract is accepted, deliver to buyer's agent



- 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 selling agent
- 125. Deliver copies of *Offer to Purchase* contract to lender
- 126. Provide copies of signed *Offer to Purchase* contract for office file
- 127. Advise seller of additional offers submitted between contract and closing
- 128. Change status in MLS to *Sale Pending*
- 129. Update transaction management program show *Sale Pending*
- 130. Review buyer's credit report. Advise seller of worst - and best-case scenarios
- 131. Provide credit report information to seller if property will be seller -financed
- 132. Assist buyer with obtaining financing, if applicable, and follow-up as necessary
- 133. Coordinate with lender on discount points being locked in with dates
- 134. Deliver unrecorded property information to buyer
- 135. Order septic system inspection, if applicable
- 136. Receive and review septic system report, and assess any possible impact on sale
- 137. Deliver copy of septic system inspection report lender and buyer
- 138. Deliver Well Flow Test Report copies to lender and buyer, and property listing file
- 139. Verify termite inspection ordered
- 140. Verify mold inspection ordered, if required
- 141. Confirm verifications of deposit and buyer's employment have been returned
- 142. Follow loan processing through to the underwriter
- 143. Add lender and other vendors to your management program so agents, buyer, and seller can track progress of sale
- 144. Contact lender weekly to ensure processing is on track
- 145. Relay final approval of buyer's loan application to seller

#### • **Home Inspection**

- 146. Coordinate with seller for buyer's professional home inspection
- 147. Review home inspector's report
- 148. Enter completion into transaction management tracking program
- 149. Explain seller's responsibilities, and recommend an attorney interpret any clauses in the contract
- 150. Ensure seller's compliance with *Home Inspection Clause* requirements
- 151. Assist seller with identifying contractors to perform any required repairs
- 152. Negotiate payment, and oversee all required repairs on seller's behalf, if needed

#### • **The Appraisal**

- 153. Schedule appraisal
- 154. Provide to appraiser any comparable sales used in market pricing
- 155. Follow-up on appraisal
- 156. Enter completion into transaction management program
- 157. Assist seller in questioning appraisal report if it seems too low
- 158. Get contract signed by all parties
- 159. Coordinate closing process with buyer's agent and lender
- 160. Update closing forms and files
- 161. Ensure all parties have all forms and information needed to close the sale
- 162. Select location where closing will be held
- 163. Confirm closing date and time, and notify all parties
- 164. Assist in solving any title problems or in obtaining death certificates
- 165. Work with buyer's agent in scheduling buyer's final walk -thru prior to closing
- 166. Research all tax, homeowners' association dues, utility, and applicable prorations
- 167. Request final closing figures from closing agent (attorney or title company)
- 168. Receive and carefully review closing figures to ensure accuracy of preparation
- 169. Forward verified closing figures to buyer's agent
- 170. Request copy of closing documents from closing agent
- 171. Confirm buyer and buyer's agent have received title insurance commitment
- 172. Provide homeowners warranty for availability at closing
- 173. Reviews all closing documents carefully for errors
- 174. Forward closing documents to absentee seller as requested
- 175. Review documents with closing agent (attorney)
- 176. Provide earnest money deposit check from escrow account to closing agent
- 177. Coordinate closing with seller's next purchase, and resolve any timing problems
- 178. Have a *no-surprises* closing so seller receives a net -proceeds check at closing
- 179. Refer sellers to one of the best agents at their destination, if applicable
- 180. Change MLS status to *Sold*. Enter sale date, price, selling broker, etc.
- 181. Close out listing in your management program

#### • **Follow-up After Closing**

- 182. Provide answers about filing claims with homeowner Warranty company if requested
- 183. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
- 184. Respond to any calls and provide any information required from office files