

# WHAT WE DO

(A sample of what can go in to 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 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 "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 land registry records.
16. Prepare listing presentation package with above materials and MLS information.
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 to ensure that 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.
23. Present company's profile and position or "niche" in the marketplace.
24. Present CMA results to seller, including comparables, solds, current listings and 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 Realtor.ca.
29. Explain the work the brokerage and agent do "behind the scenes" and agent's availability on weekends.
30. Explain agent's role in taking calls to screen for qualified buyers and protect seller from curiosity seekers.
31. 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 and Addendum and obtain seller's signature.



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## Once Property is Under Listing Agreement

34. Review current title information.
35. Measure overall and heated square footage (possibly using 3<sup>rd</sup> party floor plan company).
36. Measure interior room sizes (also often with 3<sup>rd</sup> party floor plan company).
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, condo floor plans, if applicable and available.
40. Review house plans/condo plans and make copy.
41. Pre-order Status Certificate (if condo is expected to sell quickly).
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/Property Management Company, if applicable.
49. Verify Home Owner Association fees/Condo 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 (if necessary).
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 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 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 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. "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. Assign HomeTrack™ login and password for sellers to check progress.



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## Entering Property in Multiple Listing Service Database

78. Prepare MLS Profile Sheet — agent 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 and program with agreed-upon showing time windows.
87. Prepare mailing and contact list.
88. Generate mail-merge letters to contact list.
89. Order “Just Listed” labels and reports.
90. Prepare flyers and 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 and pricing.
109. Promptly enter price changes in MLS listing database.



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## The Offer, Sign Backs and Acceptance

110. Receive and review all offer to purchase contracts submitted by buyers or buyers' agents.
111. Evaluate offer(s)
112. Counsel seller on offers. Explain merits and weakness of each component of each offer.
113. Contact buyers' agents to review buyer's qualifications and discuss offer.
114. Fax/deliver Seller's Disclosure to buyer's agent or buyer if SPIS is filled out.
117. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date.
118. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
119. Fax copies of contract and all addendums to closing attorney or title company.
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. Fax/deliver copies of Offer to Purchase Contract to selling agent.
125. Fax copies of Offer to Purchase Contract to lender.
126. Provide copies of signed Offer to Purchase Contract for office file.
127. Advise seller in handling additional offers to purchase submitted between contract and closing.
128. Change status in MLS to "Sold" or "Sold Conditionally"
129. Update any other online marketing
130. Review buyer's credit report results — 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.

## Home Inspection

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

