

# REASONS YOU NEED ME AS YOUR REALTOR

## ***As your realtor, I will:***

### **Pre-listing Activities**

1. Make appointment with seller for listing presentation.
2. Send seller a written 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 6 to 12 months from MLS.
6. Research average days on the market for area and property type.
7. Review tax record documentation.
8. Prepare Comparable market Analysis (CMA) to establish value. Research public record for lot size
9. Verify legal description. Prepare listing presentation package with the above materials.
10. Perform exterior "Curb Appeal Assessment" of subject property.
11. Compile and assemble formal file on property.
12. Confirm current public schools for area.

### **Listing Appointment Presentation**

13. Give seller overview of current market conditions.
14. Present CMA results to seller, including Comparables, Solds, Current Listings & Expireds.
15. Offer pricing strategy based on professional judgment and interpretation of current market conditions.
16. Discuss goals with seller to market effectively.
17. Explain marketing power & benefits of using Multiple Listing Service.
18. Explain my availability during work hours, evenings and weekends.
19. Present and discuss marketing plan.
20. explain agency relationships, clauses in listing agreement and obtain signatures.

### **Once Property is under listing agreement**

21. Obtain current mortgage information, if any.
22. Explain financing options possible buyers may use.
23. Check assumability of loan.
24. Review current appraisal if available.
25. Obtain information on Home Owner association bylaws and fees.
26. Have seller fill out average on utility bills.
27. Water well status
28. verify current terms of security system.
29. verify if seller has transferable termite warranty.
30. Ascertain need for lead base paint addendum, 1978.
31. Prepare list of property amenities.
32. Compile list of completed repairs, updates and maintenance items.
33. Explain benefits to home owner warranty coverage.
34. Have extra key made.
35. Install Yard sign and lockbox.
36. "New listing" check list completed.
37. Review curb appeal and interior suggestions to improve salability.

### **Entering property into MLS**

38. Prepare MLS profile sheet
39. Enter property into MLS database.

40. Take photos of property.
41. Proof read MLS print out.
42. Add property to company Active listing list.
43. Provide seller with signed copies, MLS profile sheet within 48 hours.

### **Marketing the Listing**

44. Arrange for Legacy realtors to tour your home.
45. Prepare brochures and information sheets for mail-outs and for property viewing.
46. Mail "new listing" cards to previous clients who may be ready to move up.
47. Email brochures to other real estate offices.
48. Prepare a sign in folder for showing agents.
49. Prepare an ad for Legacy's Sunday ad In the newspaper and showcase.
50. I will call agents that have shown the property and get feed back on the showing weekly.
51. Give you a seller update on market conditions and competition.
52. Periodically preview other homes in the same price range and area for comparison.
53. Periodically update the Comparative Market Analysis in your area.
54. Place flyers in all company agents box.
55. Place flyer box in yard.
56. Mail out 'Just listed" to Area with sellers permission.
57. Submit to companies web-site.
58. price changes conveyed promptly to MLS
59. Place regular weekly calls to seller to discuss marketing & pricing.

### **The Offer and Contract**

60. Present all offers received on your property.
61. Explain all terms and conditions of offers.
62. Discuss the pros and cons of all offers.
63. Prepare a net sheet on all offers.
64. Negotiate all offers in your best interest under you direction.
65. Obtain pre-qualification letter from buyer and confirm with lender.
66. Prepare and convey any counter offers, acceptance or amendments to buyers agent.
67. Discuss "under contract" showings with seller.
68. With a contract, get receipted copies and distribute to all parties.
69. Place a sale pending sign on your property and submit information to MLS.
70. Record all contract dates for your reference.
71. Coordinate all inspections and appraisal appointments.
72. Review, discuss and negotiate all inspection reports, & repair request with you.
73. Assist in arranging repairs if necessary.
74. Submit all repair bills and necessary documents to the title company before closing.
75. Remind seller to terminate utilities before closing.
76. Remind seller to notify insurance agent of pending closing.
77. Coordinate closing appointment with agent, buyer and seller.
79. Review HUD settlement statement before closing with you.
80. Arrange to get keys , garage door openers, etc. to deliver to buyer's agent.
81. Accompany you to closing.
82. Remove sign, key safe and submit closing information to MLS.
83. Make myself available to you and return your calls promptly.

### **Tracking loan process**

84. Follow and track loan process.
85. Contact lender weekly.
86. Relay final approval for loan to seller.

## **Closing preparation and Duties**

- 87. contract signed by all parties**
- 88. Coordinate closing process with seller, buyers agent and title company.**
- 89. Update closing forms and files.**
- 90. ensure all parties have all forms and information to close the sale.**
- 91. Assist in solving any title problems, boundary disputes.**
- 92. Work with buyers agent to schedule final walk through before closing.**
- 93. Request final closing figures from closing agent.**
- 94. Receive and carefully review accuracy of closing figures .**
- 95. Coordinate this closing with sellers next purchase and resolve any timing problems.**
- 96. Refer sellers to the best agent if relocating to another town.**
- 97. Change MLS to SOLD. Enter sale date, price, selling agent,etc.**
- 98. Attempt to resolve any problems buyer may have with repairs if buyer is not satisfied.**
- 99. Answer questions about filing claims with a home Warranty Company.**
- 100. Always follow up after closing.**