The Critical Role and Services I Provide

Listed here are my typical actions, research steps, procedures, processes and review stages in a successful residential real estate transaction that are normally provided in return for their sales commission. 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.

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 12 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. Research property's ownership & deed type
10. Research property's public record information for lot size & dimensions
11. Research and verify legal description
12. Research property's land use coding and deed restrictions
13. Research property's current use and zoning
14. Verify legal names of owner(s) in county's public property records
15. Prepare listing presentation package with above materials
16. Perform exterior "Curb Appeal Assessment" of subject property
17. Compile and assemble formal file on property
18. Confirm current public schools and explain impact of schools on market value
19. Review listing appointment checklist to ensure all steps and actions have been completed

Listing Appointment Presentation

1. Give seller an overview of current market conditions and projections
2. Review agents and company's credentials and accomplishments in the market
3. Present company's profile and position or "niche" in the marketplace
4. Present CMA Results to Seller, including Comparables, Sold, Current Listings & Expired
5. Offer pricing strategy based on professional judgment and interpretation of current market conditions
6. Discuss Goals With Seller To Market Effectively
7. Explain market power and benefits of Multiple Listing Service including LINK and Coldwell Banker Networks
8. Explain market power of web marketing
9. Explain the work the brokerage and agent do "behind the scenes" and agent's availability on weekends
10. Explain agent's role in taking calls to screen for qualified buyers and protect seller from curiosity seekers
11. Present and discuss strategic master marketing plan
12. Explain different agency relationships and determine seller's preference
13. Review and explain all clauses in Listing Contract & Addendum and obtain seller's signature

Once Property is Under Listing Agreement

1. Review current title information
2. Note any and all unrecorded property lines, agreements, easements
3. Obtain house plans, if applicable and available
4. Review house plans and make copy
5. Prepare showing instructions for buyers' agents and agree on showing time window with seller
6. Discuss possible buyer financing alternatives and options with seller
7. Review current appraisal if available
8. Identify Home Owner Association manager if applicable
9. Verify Home Owner Association Fees with manager - mandatory or optional and current annual fee
10. Order copy of Homeowner Association bylaws, if applicable
11. Research electricity availability and supplier's name and phone number
12. Calculate average utility usage from last 12 months of bills
13. Research and verify city sewer/septic tank system
14. Water System: Calculate average water fees or rates from last 12 months of bills)
15. Natural Gas: Research/verify availability and supplier's name and phone number
16. Verify security system, current term of service and whether owned or leased
17. Ascertain need for lead-based paint disclosure
18. Prepare detailed list of property amenities and assess market impact
19. Prepare detailed list of property's "Inclusions & Conveyances with Sale"
20. Compile list of completed repairs and maintenance items
21. Send "Vacancy Checklist" to seller if property is vacant
22. Explain benefits of Home Owner Warranty to seller
23. Assist sellers with completion and submission of Home Owner Warranty Application
24. When received, place Home Owner Warranty in property file for conveyance at time of sale
25. Have extra key made for lockbox
26. Verify if property has rental units involved. And if so:
27. Make copies of all leases for retention in listing file
28. Verify all rents & deposits
29. Inform tenants of listing and discuss how showings will be handled
30. Arrange for installation of yard sign
31. Assist seller with completion of Seller's Disclosure form
32. "New Listing Checklist" Completed
33. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
34. Review results of Interior Décor Assessment and suggest changes to shorten time on market
35. Load listing into transaction management software program

Entering Property in Multiple Listing Service Database

1. Prepare MLS Profile Sheet -- Agents is responsible for "quality control" and accuracy of listing data
2. Enter property data from Profile Sheet into MLS Listing and LINK Database
3. Proofread MLS database listing for accuracy - including proper placement in mapping function
4. Add property to company's Active Listings list
5. Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form within 24 hours
6. Take additional photos for upload into MLS and use in flyers. Discuss efficacy of panoramic photography
7. Order floor plan and professional photographer and videographer

Marketing The Listing

1. Create print and Internet ads with seller's input
2. Coordinate showings with owners, tenants, and other Realtors®. Return all calls – weekends included
3. Provide accompanied showing
4. Prepare mailing and contact list
5. Generate mail-merge letters to contact list
6. Prepare flyers & feedback faxes
7. Review comparable MLS listings regularly to ensure property remains competitive in price, terms, and conditions and availability.
8. Prepare property marketing brochure for seller's review
9. Arrange for printing or copying of supply of marketing brochures or fliers
10. Place marketing brochures in all company agent mail boxes
11. Upload listing to company and agent Internet site, if applicable
12. Mail Out "Just Listed" notice to all neighborhood residents
13. Advise Network Referral Program of listing
14. Provide marketing data to buyers coming through international relocation networks
15. Provide marketing data to buyers coming from referral network
16. Provide "Special Feature" cards for marketing, if applicable
17. Submit ads to company's participating Internet real estate sites
18. Price changes conveyed promptly to all Internet groups
19. Reprint/supply brochures promptly as needed
20. Loan information reviewed and updated in MLS as required
21. Feedback e-mails/faxes sent to buyers' agents after showings
22. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
23. Place regular weekly update calls to seller to discuss marketing & pricing
24. Promptly enter price changes in MLS listing database

The Offer and Contract

1. Receive and review all Offer to Purchase contracts submitted by buyers or buyers' agents.
2. Evaluate offer(s) and prepare a "net sheet" on each for the owner for comparison purposes
3. Counsel seller on offers. Explain merits and weakness of each component of each offer
4. Contact buyers' agents to review buyer's qualifications and discuss offer
5. Fax/deliver Seller's Disclosure to buyer's agent or buyer upon request and prior to offer if possible
6. Confirm buyer is pre-qualified by calling Loan Officer
7. Obtain pre-qualification letter on buyer from Loan Officer
8. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date
9. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
10. Fax copies of contract and all addendums to closing attorney or title company
11. When Offer to Purchase Contract is accepted and signed by seller, deliver to buyer's agent
12. Record and promptly deposit buyer's earnest money in escrow account.
13. Disseminate "Under-Contract Showing Restrictions" as seller requests
14. Deliver copies of fully signed Offer to Purchase contract to seller
15. Fax/deliver copies of Offer to Purchase contract to Selling Agent
16. Fax copies of Offer to Purchase contract to lender
17. Provide copies of signed Offer to Purchase contract for office file
18. Advise seller in handling additional offers to purchase submitted between contract and closing
19. Change status in MLS to "Sale Pending"
20. Update transaction management program to show "Sale Pending"
21. Review buyer's credit report results -- Advise seller of worst and best case scenarios
22. Provide credit report information to seller if property will be seller-financed
23. Assist buyer with obtaining financing, if applicable and follow-up as necessary
24. Coordinate with lender on Discount Points being locked in with dates
25. Deliver unrecorded property information to buyer

26. Order septic system inspection, if applicable
27. Receive and review septic system report and assess any possible impact on sale
28. Deliver copy of septic system inspection report lender & buyer
29. Deliver Well Flow Test Report copies to lender & buyer and property listing file
30. Verify termite inspection ordered
31. Verify mold inspection ordered, if required

Tracking the Loan Process

1. Confirm Verifications of Deposit & Buyer's Employment Have Been Returned
2. Follow Loan Processing Through To The Underwriter
3. Add lender and other vendors to transaction management program so agents, buyer and seller can track process of sale
4. Contact lender weekly to ensure processing is on track
5. Relay final approval of buyer's loan application to seller

Home Inspection

1. Coordinate buyer's professional home inspection with seller
2. Review home inspector's report
3. Enter completion into transaction management tracking software program
4. Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract
5. Ensure seller's compliance with Home Inspection Clause requirements
6. Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
7. Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed

The Appraisal

1. Schedule Appraisal
2. Provide comparable sales used in market pricing to Appraiser
3. Follow-Up on Appraisal
4. Enter completion into transaction management program
5. Assist seller in questioning appraisal report if it seems too low

Closing Preparations and Duties

1. Contract Is Signed By All Parties
2. Coordinate closing process with buyer's agent and lender
3. Update closing forms & files
4. Ensure all parties have all forms and information needed to close the sale
5. Select location where closing will be held
6. Confirm closing date and time and notify all parties
7. Assist in solving any title problems (boundary disputes, easements, etc) or in obtaining Death certificates
8. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing
9. Research all tax, HOA, utility and other applicable proration’s
10. Request final closing figures from closing agent (attorney or title company)
11. Receive & carefully review closing figures to ensure accuracy of preparation
12. Forward verified closing figures to buyer's agent
13. Request copy of closing documents from closing agent
14. Confirm buyer and buyer's agent have received title insurance commitment
15. Provide "Home Owners Warranty" for availability at closing
16. Review all closing documents carefully for errors
17. Forward closing documents to absentee seller as requested
18. Review documents with closing agent (attorney)
19. Provide earnest money deposit check from escrow account to closing agent
20. Coordinate this closing with seller's next purchase and resolve any timing problems

21. Have a "no surprises" closing so that seller receives a net proceeds check at closing
22. Refer sellers to one of the best agents at their destination, if applicable
23. Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
24. Close out listing in transaction management program

Follow Up After Closing

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