



# *155 Things We Do as Your Listing Agent*

When we represent a Seller, we put all our expertise and energy into positioning your home for success in the market. Selling your home is more than putting a sign in the yard. We handle the heavy lifting—from strategic market analysis and targeted marketing to staging insights and expert negotiations. From coordinating showings and maximizing your home's visibility to staying ahead of market trends, we bring a full suite of skills to the table.

## **Pre-Listing Activities**

1. Make an appointment with the seller for the listing presentation
2. Send the seller a text or e-mail confirmation of the listing appointment & call to confirm
3. Review pre-appointment questions
4. Research all comparable currently listed properties
5. Research sales activity for past 6-18 months from MLS
6. Research "Average Days on Market" for property of this type, price range & location
7. Download & review town field card information
8. Prepare "Comparable Market Analysis" (CMA) to establish fair market value
9. Prepare eXp Luxury Presentation
10. Research property's ownership & deed type
11. Pull the deed from the Registry of Deed
12. Research property's public record information for lot size & dimensions
13. Research & verify legal description
14. Research property's l& use coding & deed restrictions
15. Research property's current use & zoning
16. Verify legal names of owner(s) in county's public property records
17. Prepare listing presentation package with above materials
18. Perform exterior "Curb Appeal Assessment" of subject property
19. Compile & assemble formal file on property
20. Confirm current public schools
21. Review listing appointment checklist to ensure all steps & actions are completed
22. Learn about the seller's goals for the transaction
23. Tour the home
24. Give the seller an overview of current market conditions & projections
25. Discuss the impact of the 2024 proposed NAR Settlement Agreement including changes in Buyer & Seller Agency
26. Review agent's, team's & company's credentials & accomplishments in the market
27. Present company's profile & position or "niche" in the marketplace
28. Present CMA to Seller, including Comparables, Solds, Current Listings & Expireds
29. Offer pricing strategy based on professional judgment & current market conditions

## **Listing Appointment Presentation**

30. Discuss strategy with seller to market effectively
31. Explain market power & benefits of Multiple Listing Service
32. Explain market power of eXp Luxury internet marketing, IDX & other portals & syndication
33. Explain the work you do "behind the scenes" & availability on weekends
34. Explain role in screening for qualified buyers & protect seller from curiosity seekers
35. Present & discuss strategic master marketing plan
36. Explain different agency (designated/dual) relationships & determine seller's preference
37. Review & explain all clauses in Listing Contract & Addendum & obtain seller's signature

## **Once Property is Under Listing Agreement**

38. Provide seller copies of Listing Agreement
39. Review current title information
40. Measure overall & heated square footage-will happen with photography
41. Measure interior room sizes-will happen with photography
42. Note any & all unrecorded property lines, agreements, easements per seller
43. Obtain house plans, if applicable & available
44. Review house plans & make copy
45. Prepare showing instructions for buyers' agents & showing times with seller
46. Discuss possible buyer financing alternatives & options with seller
47. Review current appraisal if available
48. Identify Home Owner Association manager/president if applicable
49. Verify Homeowner Association Fees with manager - mandatory or optional & fees
50. Obtain/order copy of Homeowner Association bylaws, if applicable
51. Research utilities & supplier's name & phone number
52. Calculate average utility usage from last 12 months of bills
53. Research & verify city sewer/septic tank system
54. Provide list of Title V inspectors
55. Assist with coordinating Title V inspection
56. Water System: Calculate average water fees or rates from last 12 months of bills)
57. Well Water: Confirm well status, depth & output from Well Report
58. Natural Gas: Research/verify availability & supplier's name & phone number
59. Verify security system, current term of service & whether owned or leased
60. Verify if seller has transferable pest/termite program
61. Ascertain need for lead-based paint disclosure -obtain if required
62. Prepare detailed list of property amenities & assess market impact
63. Prepare detailed list of property's "Inclusions/Exclusions & Conveyances with Sale"
64. Compile list of completed repairs & maintenance items
65. Have extra key made for lockbox
66. Verify if property has rental units involved & if so:
67. \* Make copies of all leases for retention in listing file
68. \* Verify all rents & deposits
69. \* Inform tenants of listing & discuss how showings will be handled
70. Arrange for installation of yard sign
71. "New Listing Checklist" Completed

72. Review Curb Appeal Assessment & provide suggestions to improve salability
73. Review Interior Decor Assessment & suggest changes to shorten time on market
74. Load listing into transaction management software program

## **Prepare Market Ready Plan**

75. Install lock box if authorized.
76. install Coming Soon/For Sale yard sign
77. Create & review Market Ready Plan with sellers
78. Assist with items on Market Ready Plan if needed
79. Determine date for photography preparation & onsite styling
80. Schedule date & time with photographer
81. Onsite styling to include tabletop & linens
82. Onsite for assistance during photoshoot
83. Once photographs are received, curate, put in showing order & label
84. Create & get seller approval for property description

## **Entering Property in Multiple Listing Service Database**

85. Prepare MLS & Property Feature Sheet
86. Enter property data from Profile Sheet into MLS system - both CCIAOR MLS & PIN
87. Determine if sellers would like to hold & review & post Offer Deadline
88. Upload all relevant & required documents to MLS to include field card, feature sheet, Association docs etc.

## **Marketing The Listing**

89. Create print & social media promotional materials with seller's input
90. Coordinate showings with owners, tenants, & other REALTORS®. Return all calls
91. Prepare Mail Chimp email to all Cape & other extended agent network
92. Create Assets:
  - Just Listed
  - New Listing
  - Open House
  - Property Features
  - Create Onsite Display posters
93. Syndicate listing to online portals - eXp Realty syndicates internationally featuring 90+ world-class, international media outlets including The Wall Street Journal, Robb Report & many more
94. Feature in MassLive.com
95. Implement online social media strategy:
  - Syndicate to real estate social media sites, pages & groups
  - If over 1M list price-Feature on the eXp Luxury website [www.expluxury.com](http://www.expluxury.com)
96. Review comparable MLS listings regularly to ensure property remains competitive
97. Review weekly market analysis
98. Discuss feedback from showings with seller to determine if changes are needed
99. Place regular weekly update calls to seller to discuss marketing & pricing
100. Promptly enter price changes in MLS listing database

## **The Offer & Contract**

101. Receive & review all Offer to Purchase contracts submitted by buyers' agents.
102. Create multiple offer spreadsheet for seller analysis
103. Counsel seller on offers. Explain merits & weakness of each offer
104. Contact buyers' agents to review buyer's qualifications & discuss offer
105. Obtain pre-qualification letter on buyer from Loan Officer
106. Confirm buyer is pre-qualified by calling Loan Officer
107. Negotiate all offers on seller's behalf
108. Call for Final & Best & add to multiple offer spreadsheet analysis
109. Prepare & convey counteroffers, acceptance or amendments to buyer's agent
110. Email copies of contract & all addendums to closing attorney
111. When Offer or Purchase & Sale Contract is fully accepted, circulate to buyer's agent
112. Request earnest money into escrow account.
113. Disseminate "UnderContract Showing Restrictions" as seller requests
114. Deliver copies of fully signed Offer to Purchase contract to seller
115. Email copies of Offer to Purchase contract to Lender
116. Change status in MLS to "Sale Pending"
117. Update transaction management program show "Sale Pending"
118. Order septic system inspection, if applicable
119. Receive & review septic system report & assess any possible impact on sale
120. Deliver copy of septic system inspection report lender & buyer
121. Deliver Well Flow Tkst Report copies to lender & buyer & property listing file
122. Verify termite inspection if ordered
123. Verify mold inspection ordered, if required

## **Tracking the Loan Process**

124. Confirm Verifications Of Deposit & Buyer's Employment Have Been Returned
125. Follow Loan Processing Through To The Underwriter
126. Add lender & other vendors to your management program so agents, buyer & seller can track progress of sale
127. Contact lender weekly to ensure processing is on track
128. Relay final approval of buyer's loan application to seller

## **Home Inspection**

129. Coordinate buyer's professional home inspection with seller
130. Review home inspector's report
131. Negotiate buyer requests as a result to home inspection
132. Assist seller with identifying contractors to perform any required repairs
133. Negotiate payment & oversee all required repairs on seller's behalf, if needed

## **The Appraisal**

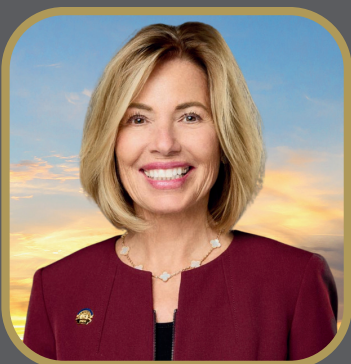
134. Provide comparable sales used in market pricing to Appraiser
135. Follow-Up On Appraisal
136. Enter completion into transaction management program
137. Assist seller in questioning appraisal report if it seems too low

## Closing Preparations & Duties

- 138. Contract Is Signed By All Parties
- 139. Coordinate closing process with buyer's agent & lender
- 140. Update closing forms & files
- 141. Ensure all parties have all forms & information needed to close the sale
- 142. Select location where closing will be held
- 143. Confirm closing date & time & notify all parties
- 144. Assist in solving any title problems or in obtaining Death Certificates
- 145. Work with buyer's agent in scheduling buyer's Final Walk-Thru prior to closing
- 146. Request copy of closing documents from closing agent
- 147. Reviews all closing documents carefully for errors
- 148. Coordinate closing with seller's next purchase & resolve any timing problems
- 149. Refer sellers to one of the best agents at their destination, if applicable
- 150. Change MLS status to Sold. Enter sale date, price, selling broker, etc.
- 151. Close out listing in your management program

## Follow Up After Closing

- 152. Answer questions about filing claims with Home Owner Warranty company if requested
- 153. Attempt to clarify & resolve any conflicts about repairs if buyer is not satisfied
- 154. Respond to any calls & provide any information required from office files.
- 155. Always remain available to for question & future contractor/service referral!



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