



**184 THINGS
YOUR
REALTOR®
DOES FOR
YOU!**



Kathy Jo Sanders



184 Things Your REALTOR® Does for YOU!



In 2006, Pat Vredevoogd-Combs, past president of the National Association of REALTORS, testified before the House Financial Services Committee on Housing & provided the following list:

Pre-Listing Activities

1. Make appointment with seller for listing presentation
2. Send seller a written or e-mail confirmation of listing appointment & 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 & public records databases
6. Research "Average Days on Market" for property of this type, price range & location
7. Download & 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 & deed type
11. Research property's public record information for lot size & dimensions
12. Research & verify legal description
13. Research property's land use coding & deed restrictions
14. Research property's current use & 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 & assemble formal file on property
19. Confirm current public schools & explain impact of schools on market value
20. Review listing appointment checklist to ensure all steps & actions are completed

Listing Appointment Presentation

21. Give seller an overview of current market conditions & projections
22. Review agent's & company's credentials & accomplishments in the market
23. Present company's profile & position or "niche" in the marketplace
24. Present CMA to Seller, incl. Comparables, Solds, Current Listings & Expireds
25. Offer pricing strategy based on professional judgment & current market conditions
26. Discuss Goals With Seller To Market Effectively
27. Explain market power & benefits of Multiple Listing Service



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Listing Appointment Presentation (continued)

28. Explain market power of web marketing, IDX & REALTOR.com
29. Explain the work you do “behind the scenes” & availability on weekends
30. Explain role in screening for qualified buyers & protect seller from curiosity seekers
31. Present & discuss strategic master marketing plan
32. Explain different agency relationships & determine seller's preference
33. Review & explain all clauses in Listing Contract & Addendum & obtain seller's signature Once Property is Under Listing Agreement
34. Review current title information
35. Measure overall & heated square footage
36. Measure interior room sizes
37. Confirm lot size via owner's copy of certified survey, if available
38. Note any & all unrecorded property lines, agreements, easements
39. Obtain house plans, if applicable & available
40. Review house plans & make copy
41. Order plat map for retention in property's listing file
42. Prepare showing instructions for buyers' agents & 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) & any special requirements
46. Discuss possible buyer financing alternatives & options with seller
47. Review current appraisal if available
48. Identify Home Owner Association manager if applicable
49. Verify Homeowner Association Fees with manager – mandatory or optional & fees
50. Order copy of Homeowner Association bylaws, if applicable
51. Research electricity availability & 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. Water System: Calculate average water fees or rates from last 12 months of bills)
55. Well Water: Confirm well status, depth & output from Well Report
56. Natural Gas: Research/verify availability & supplier's name & phone number
57. Verify security system, current term of service & whether owned or leased
58. Verify if seller has transferable Termite Bond



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Listing Appointment Presentation (continued)

59. Ascertain need for lead-based paint disclosure
60. Prepare detailed list of property amenities & assess market impact
61. Prepare detailed list of property's "Inclusions & Conveyances with Sale"
62. Compile list of completed repairs & 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 & submission of Home Owner Warranty Application
66. 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 & deposits
71. * Inform tenants of listing & 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 Curb Appeal Assessment & provide suggestions to improve salability
76. Review Interior Décor Assessment & suggest changes to shorten time on market
77. Load listing into transaction management software program

Entering Property in Multiple Listing Service Database

78. Prepare MLS Profile Sheet
79. Enter property data from Profile Sheet into MLS Listing Database
80. Proofread MLS database listing for accuracy – incl proper placement in map
81. Add property to company's Active Listings list
82. Provide seller copies of Listing Agreement & MLS Profile Sheet within 48 hours
83. Take additional photos for upload into MLS & use in flyers.



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Marketing The Listing

84. Create print & Internet ads with seller's input
85. Coordinate showings with owners, tenants, & other REALTORS®. Return all calls
86. Install electronic lock box if authorized. Program agreed-to showing times
87. Prepare mailing & contact list
88. Generate mail-merge letters to contact list
89. Order "Just Listed" labels & reports
90. Prepare flyers & feedback faxes
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 supply of marketing brochures or flyers
94. Place marketing brochures in all company agent mail boxes
95. Upload listing to company & 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 thru 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 & 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 showings with seller to determine if changes are needed
108. Place regular weekly update calls to seller to discuss marketing & pricing
109. Promptly enter price changes in MLS listing database
110. Receive & review all Offer to Purchase contracts submitted by buyers' agents.
111. Evaluate offer(s) & prepare a "net sheet" for the owner for comparison purposes



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The Offer and Contract

112. Counsel seller on offers. Explain merits & weakness of each offer
113. Contact buyers' agents to review buyer's qualifications & discuss offer
114. Deliver Seller's Disclosure to buyer upon request & prior to offer if possible
115. Confirm buyer is pre-qualified by calling Loan Officer
116. Obtain pre-qualification letter on buyer from Loan Officer
117. Negotiate all offers on seller's behalf, set time limit for loan approval & closing
118. Prepare & convey counteroffers, acceptance or amendments to buyer's agent
119. Fax copies of contract & all addendums to closing attorney or title company
120. When Offer to Purchase Contract is accepted, deliver to buyer's agent
121. Record & 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 on additional offers submitted between contract & 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 & best case scenarios
131. Provide credit report information to seller if property will be seller-financed
132. Assist buyer with obtaining financing, if applicable & 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 & review septic system report & assess any possible impact on sale
137. Deliver copy of septic system inspection report lender & buyer
138. Deliver Well Flow Test Report copies to lender & buyer & property listing file
139. Verify termite inspection ordered
140. Verify mold inspection ordered, if required



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Tracking the Loan Process

141. Confirm Verifications Of Deposit & Buyer's Employment Have Been Returned
142. Follow Loan Processing Through To The Underwriter
143. Add lender & other vendors to your management program so agents, buyer & 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 buyer's professional home inspection with seller
147. Review home inspector's report
148. Enter completion into transaction management tracking software program
149. Explain seller's responsibilities & 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 & oversee all required repairs on seller's behalf, if needed

The Appraisal

153. Schedule Appraisal
154. Provide comparable sales used in market pricing to Appraiser
155. Follow-Up On Appraisal
156. Enter completion into transaction management program
157. Assist seller in questioning appraisal report if it seems too low



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Closing Preparations and Duties

158. Contract Is Signed By All Parties
159. Coordinate closing process with buyer's agent & lender
160. Update closing forms & files
161. Ensure all parties have all forms & information needed to close the sale
162. Select location where closing will be held
163. Confirm closing date & time & 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, HOA, utility & other applicable prorations
167. Request final closing figures from closing agent (attorney or title company)
168. Receive & 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 & buyer's agent have received title insurance commitment
172. Provide "Home Owners 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 & 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. Answer ?s about filing claims with Home Owner Warranty company if requested
183. Attempt to clarify & resolve any conflicts about repairs if buyer is not satisfied
184. Respond to any calls & provide any information required from office files.