

TOP 100

Reasons to Hire a Real Estate Agent

The real estate agent you choose to work with could be **your most valuable resource**. With more real estate information available online than ever before, it may seem as if buying and selling a home is an easy task. **These 100 reasons** will show you the extent of knowledge, experience and hard work that an agent provides to help you through a real estate transaction.

The 100 reasons listed here reflect actions, procedures and processes that a real estate agent may typically perform during a residential real estate transaction and are all things that you could avoid doing yourself!

TYPICAL PRE-LISTING

1. Research Current Properties
2. Research Sales Activity from MLS and Public Records Databases
3. Provide Average Days on Market Assessment
4. Review Property Tax Roll
5. Prepare a Comparable Market Analysis (CMA)
6. Verify Ownership and Deed Type
7. Verify County Public Property Records
8. Perform Curb Appeal Assessment
9. Provide Public School Value
10. Provide a Listing Presentation
11. Analyse Current Market Conditions
12. Present Credentials
13. Deliver CMA Results
14. Discuss Planning and Strategy
15. Explain Listing Contract, Disclosures & Addendum
16. Screen Calls from Buyers and Agents
17. Explain Homeowner Warranty

SELLING THE PROPERTY

19. Order Plat Map
20. Create Showing Instructions
21. Obtain Mortgage Loan Information
22. Review Homeowner Association Fees and Bylaws
23. Submit Homeowner Warranty Application
24. Add Homeowner Warranty in MLS
25. Review Electricity Details
26. Arrange Inspections for City Sewer/Septic Tank Systems
27. Collect Natural Gas Information
28. Provide Security System Status
29. Determine Termite Bond Status
30. Analyze Lead-based Paint Status
31. Distribute Disclosure Packages
32. Prepare Property Amenities
33. Detail Inclusions & Conveyances with Sale
34. Compile Repairs Needed List
35. Send Seller Vacancy Checklist
36. Install Lockbox
37. Make Copies of Leases for Rental Units (if applicable)
38. Verify Rents, Utilities, Water, and Deposits for Rentals
39. Inform Tenants of Listing for Rentals
40. Install Yard Sign
41. Perform Interior Assessment
42. Perform Exterior Assessment



ADVERTISING & MARKETING

43. Enter a Profile Sheet into the MLS Listing Database
44. Provide Copies of MLS Agreement
45. Take Additional Photos for MLS and Marketing
46. Create and Advertise Property Listing in Publications
47. Coordinate Showing Times
48. Create and Mail Flyers
49. Advertise on Craigslist
50. Post to Other Real Estate Websites

HANDLING OFFERS & CONTRACT

51. Receive Offer to Purchase
52. Evaluate Net Sheet
53. Counsel and Mediate Offer(s)
54. Deliver Seller's Disclosure
55. Obtain Pre-qualification Letter
56. Negotiate Offers on Seller's Behalf
57. Mediate Counteroffers or Amendments
58. Fax or Email Contract Copies
59. Deliver 'Offer to Purchase' Copies
60. Assist with Escrow Account
61. Distribute Under - Contract Showing Restrictions
62. Update MLS to "Sale Pending"
63. Review Credit Report
64. Deliver Unrecorded Property Information
65. Order Well Flow Test Reports (if applicable)
66. Order Termite Inspection (if applicable)
67. Order Mold Inspection (if applicable)
68. Confirm Deposit and Buyer's Employment
69. Follow Up with Loan Processing
70. Communicate with Lender
71. Confirm Approval of Loan
72. Remove Loan Contingency

APPRAISAL & HOME INSPECTION

73. Coordinate Buyer's Home Inspection
74. Review Home Inspector's Report
75. Interpret Loan Limits
76. Verify Home Inspection Clauses
77. Contractor Preparation
78. Confirm Repair Completion
79. Attend Appraiser Appointment
80. Provide Appraiser Information and Remove Contingency



CLOSING PREPARATIONS & ACTIONS

81. Ensure Contract is Sealed
82. Coordinate Closing Process
83. Coordinate Closing Formal Procedure
84. Assist with Title Issues
85. Perform Final Walk-through
86. Verify Tax and Utility Preparations
87. Review and Distribute Final Closing Figures
88. Request Closing Document Copies
89. Confirm Receipt of Title Insurance

COMMITMENT

90. Make Homeowners Warranty Available
91. Review Closing Documents
92. Confirm and Assist with Final Deposit
93. Coordinate on Closing Date/Time
94. Ensure "No Surprises" Closing
95. Final MLS Update
96. Attend Closing if Applicable
97. Follow Up and Resolve Repairs
98. Documentation Follow Up
99. Hand the Keys to the New Owners
100. Stay in touch for all future needs

Are you ready?

**LET'S GET
STARTED!**

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