



Just what does your Realtor actually do?

Pre-Listing Activities - (when representing the Seller)

1. Make appointment with seller for listing presentation
2. Research all comparable currently listed properties
3. Research sales activity for past 18 months from MLS and public records databases
4. Research “average days on market” for this property of this type, price range and location
5. Download and review property tax roll information
6. Prepare “Comparable Market Analysis” (CMA) to establish fair market value
7. Prepare listing presentation package with above materials
8. Perform exterior “curb appeal assessment” of subject property
9. Compile and assemble formal file on property

Listing Appointment Presentation - (when representing the Seller)

10. Give seller an overview of current market conditions and projections
11. Review agent’s and company’s credentials and accomplishments in the market
12. Offer pricing strategy based on professional judgment and interpretation of current market conditions
13. Discuss goals with seller to market effectively
14. Explain the work the brokerage and agent do “behind the scenes” and agent’s availability on weekends

15. Explain agent's role in taking calls to screen for qualified buyers and protect seller from curiosity seekers
16. Present and discuss strategic master marketing plan
17. Explain different agency relationships and determine seller's preference
18. Review and explain all clauses in Listing Contract & Addendum and obtain seller's signature once property is under listing agreement
19. Confirm lot size via owner's copy of certified survey, if available
20. Note any and all unrecorded property lines, agreements, easements
21. Obtain house plans, if applicable and available
22. Order plat map for retention in property's listing file
23. Prepare showing instructions for buyers' agents and agree on showing time window with seller
24. Obtain current mortgage loan(s) information: companies and & loan account numbers
25. Verify current loan information with lender(s)
26. Check assumability of loan(s) and any special requirements
27. Discuss possible buyer financing alternatives and options with seller
28. Review current appraisal if available
29. Identify Home Owner Association manager if applicable
30. Research electricity availability and supplier's name and phone number
31. Calculate average utility usage from last 12 months of bills
32. Research and verify city sewer/septic tank system
33. Water: Calculate average water fees or rates from last 12 months of bills)
34. Well Water: Confirm well status, depth and output from Well Report
35. Natural Gas: Research/verify availability and supplier's name and phone number
36. Verify security system, current term of service and whether owned or leased
37. Ascertain need for lead-based paint disclosure
38. Prepare detailed list of property amenities and assess market impact
39. Prepare detailed list of property's "Inclusions & Conveyances with Sale"
40. Compile list of completed repairs and maintenance items
41. Arrange for installation of yard sign
42. Assist seller with completion of Seller's Disclosure form
43. Load listing into transaction management software program

Entering Property in Multiple Listing Service Database - (when representing the Seller)

44. Prepare MLS Profile Sheet — Agents is responsible for “quality control” and accuracy of listing data
45. Enter property data from Profile Sheet into MLS Listing Database
46. Proofread MLS database listing for accuracy – including proper placement in mapping function
47. Add property to company’s Active Listings list
48. Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form within 48 hours
49. Take additional photos for upload into MLS and use in flyers. Discuss efficacy of panoramic photography

Marketing the Listing - (when representing the Seller)

50. Create print and Internet ads with seller’s input
51. Coordinate showings with owners, tenants, and other Realtors®. Return all calls – weekends included
52. Install electronic lock box if authorized by owner. Program with agreed-upon showing time windows
53. Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability
54. Submit ads to company’s participating Internet real estate sites
55. Price changes conveyed promptly to all Internet groups
56. Feedback e-mails/faxes sent to buyers’ agents after showings
57. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
58. Promptly enter price changes in MLS listing database

The Offer and Contract - (when representing either Buyer or Seller)

59. Receive and review all offers to purchase contracts submitted by buyers or buyers’ agents.
60. Evaluate offer(s) and prepare a “net sheet” on each for the owner for comparison purposes
61. Counsel seller on offers. Explain merits and weakness of each component of each offer
62. Contact buyers’ agents to review buyer’s qualifications and discuss offer

63. Fax/deliver Seller's Disclosure to buyer's agent or buyer upon request and prior to offer if possible
64. Obtain pre-qualification letter on buyer from loan officer
65. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date
66. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
67. Fax copies of contract and all addendums to closing attorney or title company
68. When offer to purchase contract is accepted and signed by seller, deliver to buyer's agent
69. Record and promptly deposit buyer's earnest money in escrow account.
70. Disseminate "under-contract showing restrictions" as seller requests
71. Deliver copies of fully signed offer to purchase contract to seller
72. Fax/deliver copies of offer to purchase contract to Selling Agent
73. Deliver copies of offer to purchase contract to lender
74. Provide copies of signed offer to purchase contract for office file
75. Advise seller in handling additional offers to purchase submitted between contract and closing
76. Change status in MLS to "Sale Pending"
77. Update transaction management program show "Sale Pending"
78. Provide credit report information to seller if property will be seller-financed
79. Assist buyer with obtaining financing, if applicable and follow-up as necessary
80. Deliver unrecorded property information to buyer
81. Order septic system inspection, if applicable
82. Receive and review septic system report and assess any possible impact on sale
83. Deliver copy of septic system inspection report lender & buyer
84. Deliver well Flow Test Report copies to lender & buyer and property listing file
85. Verify termite inspection ordered
86. Verify mold inspection ordered, if required

Tracking the Loan Process - (when representing the Buyer)

87. Confirm verifications of deposit & buyer's employment have been returned
88. Follow loan processing through to the underwriter
89. Contact lender weekly to ensure processing is on track
90. Relay final approval of buyer's loan application to seller

Home Inspection - (when representing either Buyer or Seller)

91. Coordinate buyer's professional home inspection with seller
92. Review home inspector's report
93. Enter completion into transaction management tracking software program
94. Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract
95. Ensure seller's compliance with home inspection clause requirements
96. Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
97. Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed

The Appraisal - (when representing either Buyer or Seller)

98. Ensure lender orders appraisal
99. Provide comparable sales used in market pricing to Appraiser if needed
100. Follow-Up on appraisal
101. Enter completion into transaction management program
102. Assist seller in questioning appraisal report if it seems too low

Closing Preparations and Duties- (when representing either Buyer or Seller)

103. Contract is signed by all parties
104. Coordinate closing process with buyer's agent and lender
105. Update closing forms & files
106. Ensure all parties have all forms and information needed to close the sale
107. Select location where closing will be held
108. Confirm closing date and time and notify all parties
109. Assist in solving any title problems (boundary disputes, easements, etc.) or in obtaining Death Certificates
110. Work with buyer's agent in scheduling and conducting buyer's final walk-thru prior to closing
111. Research all tax, HOA, utility and other applicable prorations
112. Request final closing figures from closing agent (attorney or title company)
113. Receive & carefully review closing figures to ensure accuracy of preparation

114. Forward verified closing figures to buyer's agent
115. Request copy of closing documents from closing agent
116. Confirm buyer and buyer's agent have received title insurance commitment
117. Provide "Home Owners Warranty" for availability at closing
118. Reviews all closing documents carefully for errors
119. Forward closing documents to absentee seller as requested
120. Review documents with closing agent (attorney)
121. Provide earnest money deposit check from escrow account to closing agent
122. Coordinate this closing with seller's next purchase and resolve any timing problems
123. Have a "no surprises" closing so that seller receives net proceeds check at closing
124. Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
125. Close out listing in your management program

Follow Up After Closing- (when representing either Buyer or Seller)

126. Answer questions about filing claims with Home Owner Warranty company if requested
127. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
128. Respond to any follow-on calls and provide any additional information required from office files.
129. Remain available after the closing and into the future for any questions or issues that may arise.

Whew! That's a long list!