

111 REASONS

WHY YOU NEED A REAL ESTATE PRO



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"Realty ONE Group real estate pros provide exceptional value to their clients. Here are some reasons from the National Association of Realtors on why you need a real estate pro in today's market."

REASONS WHY YOU NEED A LISTING AGENT

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 from Local MLS Broker Marketplaces and public records databases
6. Research Average Days on Market for property of this type, price range, and location
7. Download and review property tax roll/assessor information
8. Prepare preliminary Comparable Market Analysis (CMA) to establish fair market value
9. Obtain copy of subdivision plat/complex lay-out
10. Research property's ownership and deed type
11. Research property's public record information for lot size and dimensions
12. Research and verify legal description
13. Research property's land use coding and deed restrictions
14. Research property's current use and 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 a formal file on property
19. Confirm current public schools and explain impact of schools on market value
20. Review listing appointment checklist to ensure all steps and actions are completed

REASONS WHY YOU NEED A LISTING AGENT

LISTING APPOINTMENT PRESENTATION

21. Give seller an overview of current market conditions and projections

22. Tour property

23. Review agent's and company's credentials and accomplishments in the market

24. Present company's profile and position or niche in the marketplace

25. Present preliminary CMA to seller, including comparable properties, sold properties, current listings, and expired listings

26. Offer pricing strategy with updates to CMA based on tour of home and updates, upgrades professional judgment, and current market conditions

27. Discuss goals with seller to market effectively

28. Explain market power and benefits of Local MLS Broker Marketplaces

29. Explain the market power of your web marketing, CRM and your ONE Toolchest platforms

30. Explain the work you do behind the scenes and your availability on weekends

31. Explain role in screening for qualified buyers and protect seller from curiosity seekers

32. Present and discuss strategic master marketing plan

33. Explain transaction/agency brokerage relationship

34. Review and explain all clauses in listing contract and addendum, then obtain seller's signature once property is under listing agreement

35. Review current title information

36. Gather square footage/measure overall and heated square footage as required

37. Measure interior room sizes

38. Confirm lot size via owner's copy of certified survey, if available

39. Note all unrecorded property liens, agreements, easements

40. Obtain house plans, if applicable and available

111 REASONS WHY YOU NEED A BUYER'S AGENT

OFFERS

- 41. Receive and review all Offer to Purchase contracts submitted by buyers' agents.
- 42. Evaluate offer(s) and prepare a net sheet for the owner for comparison purposes
- 43. Explain merits and weakness of each offer to sellers
- 44. Contact buyers' agents to review buyer's qualifications and discuss offer
- 45. Deliver Seller's Disclosure to buyer upon request and prior to offer if possible. Upload to the Local MLS Broker Marketplaces additional documents at time of listing
- 46. Confirm buyer is pre-qualified by calling loan officer
- 47. Obtain buyers' pre-qualification letter from loan officer if not submitted with offer
- 48. Negotiate all offers per seller's direction on seller's behalf, set time limit for loan approval and closing
- 49. Prepare and convey counteroffers, acceptance or amendments to buyer's agent
- 50. Create excel spreadsheets for easy review on multiple bids

CONTRACTS

- 51. Record and promptly deposit buyer's earnest money in escrow account
- 52. Disseminate under-contract showing restrictions as seller requests
- 53. Deliver copies of fully signed Offer to Purchase contract to seller
- 54. Deliver copies of Offer to Purchase contract to lender
- 55. Provide copies of signed Offer to Purchase contract for office file
- 56. Advise seller of additional offers submitted between contract and closing
- 57. Change status in Local MLS Broker Marketplaces to Sale Pending
- 58. Update transaction management program to show Sale Pending
- 59. Provide credit report information to seller if property will be seller financed
- 60. Assist buyer with obtaining financing, if applicable, and follow-up as necessary

111 REASONS WHY YOU NEED A BUYER'S AGENT INSPECTIONS


HOME INSPECTIONS AND THE APPRAISAL

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61. Deliver unrecorded property information to buyer
 62. Order septic system inspection, if applicable
 63. Receive and review septic system report, and assess any possible impact on sale
 64. Deliver copy of septic system inspection report lender and buyer
 65. Deliver Well Flow Test Report copies to lender and buyer, and property listing file
 66. Verify termite inspection ordered
 67. Verify mold inspection ordered, if required
 68. Confirm verifications of deposit and buyer's employment have been returned
 69. Follow loan processing through to the underwriter
 70. Add lender and other vendors to your management program so agents, buyer, and seller can track progress of sale
 71. Coordinate with seller for buyer's professional home inspection
 72. Review home inspector's report
 73. Enter completion into transaction management tracking program
 74. Explain seller's responsibilities, and recommend an attorney interpret any clauses in the contract
 75. Ensure seller's compliance with Home Inspection Clause requirements
 76. Assist seller with identifying contractors to perform any required repairs
 77. Negotiate payment, and oversee all required repairs on seller's behalf, if needed
 78. Schedule appraisal
 79. Provide to appraiser any comparable sales used in market pricing
 80. Follow-up on appraisal

111 REASONS WHY YOU NEED A BUYER'S AGENT

PROCESSING FOR CLOSING



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81. Enter completion into transaction management program
 82. Assist seller in questioning appraisal report if it seems too low
 83. Get contract signed by all parties
 84. Coordinate closing process with buyer's agent and lender
 85. Update closing forms and files
 86. Ensure all parties have all forms and information needed to close the sale
 87. Select location where closing will be held
 88. Confirm closing date and time, and notify all parties
 89. Assist in solving any title problems or in obtaining death certificates
 90. Work with buyer's agent in scheduling buyer's final walk-thru prior to closing
 91. Double check all tax, homeowners' association dues, utility, and applicable prorations
 92. Request final closing figures from closing agent (attorney or title company)
 93. Receive and carefully review closing figures to ensure accuracy of preparation
 94. Confirm buyer and buyer's agent have received title insurance commitment
 95. Provide homeowners warranty for availability at closing
 96. Forward closing documents to absentee seller as requested
 97. Review documents with closing agent (attorney)
 98. Coordinate closing with seller's next purchase, and resolve any timing problems
 99. Have a no-surprises closing so seller receives a net-proceeds check at closing
 100. Refer sellers to one of the best agents at their destination, if applicable

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AFTER CLOSING

101. Receive and carefully review closing figures to ensure accuracy
102. Receive and carefully review title insurance commitment with the buyer
103. Advise the buyer to re-key their locks and to consider a one-time cleaning service or landscaping before moving day
104. Explain wire fraud risks and remind clients to verify all wiring instructions before transferring funds
105. Review documents with the closing agent (attorney)
106. Support the buyer in any final closing activities
107. Share the warranty paperwork for claims in the future
108. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
109. Respond to any calls and provide any information required from office files
110. If a rental, verify all deposits and prorated rents are reflected accurately on the closing statement
111. Close out listing in your management program



Sourced from the National Association of Realtors

<https://www.nar.realtor/>