

175 STEPS

Your Bray Realtor® Takes For You...

Listed below are 175 steps typically taken our Realtors® during the various stages of a successful residential real estate transaction in return for their sales commission. Depending on the transaction, some steps may take minutes, hours or even days to complete, while others may not be needed.

More importantly, these services reflect the level of skill, knowledge and attention to detail required in today's real estate transaction, underscoring the importance of receiving help and guidance from someone who fully understands the process - a Realtor®.

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 comparables that are currently listed properties
5. Research sales activity for past 18 months from MLS and public records databases
6. Research "average days on market" for properties of this type, price range and location
7. Download and 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 and deed type
11. Research property's public record information for lot sizes and dimensions
12. Research and verify legal description
13. Research property's land use coding and deed restrictions
14. Research property's current use of 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 and assemble 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 have been completed

Listing Appointment Presentation

21. Give seller an overview of current market conditions and projections
22. Review agent's and company's credentials and accomplishments in the market
23. Present company's profile and position or "niche" in the marketplace
24. Present CMA results to seller, including Comparables, Solds, Current listings, and Expireds
25. Offer pricing strategy based on professional judgment and interpretation of current market conditions
26. Discuss goals with seller to market effectively
27. Explain market power and benefits of Multiple Listing Service (MLS)
28. Explain market power of web marketing, IDX and Bray web search
29. Explain the work the brokerage and the agent do "behind the scenes" and agent's availability on weekends
30. Explain agent's role in taking calls to screen for qualified buyers and protect seller from curiosity seekers
31. Present and discuss strategic master marketing plan
32. Explain different agency relationships and determine seller's preference
33. Review and explain all clauses in Listing Contract & Addendum and obtain seller's signature

Once Property is Under Listing Agreement

34. Review current title information
35. Measure overall and heated square footage
36. Measure interior room sizes
37. Confirm lot size via owner's copy of certified survey, if available
38. Note any and all unrecorded property lines, agreements and easements
39. Obtain house plans, if available, and make copy
40. Order plat map for retention in property's listing file
41. Prepare showing instructions for buyer's agents and agree on showing time window with seller
42. Obtain current mortgage loan(s) and any special requirements
43. Verify current loan information with lender(s)
44. Check assumability of loan(s) and any special requirements
45. Discuss possible buyer financing alternatives and options with seller
46. Review current appraisal, if available
47. Identify Homeowner Association manager, if applicable
48. Identify Homeowner Association fees with manager - mandatory or optional and current annual fee
49. Order copy of Homeowner Association bylaws, if applicable
50. Research electricity availability and supplier's name and phone number
51. Calculate average utility usage from last 12 months of bills
52. Research and verify city sewer / septic tank system
53. Water System: Calculate average water fees or rates from last 12 months of bills
54. Well Water: Confirm well status, depth and output from Well Report
55. Natural Gas: Research/verify availability and supplier's name and phone number
56. Verify security system, current term of service and whether owned or leased
57. Ascertain need for lead-based paint disclosure
58. Prepare detailed list of property amenities and assess market impact
59. Prepare detailed list of property's "Inclusions & Conveyances with Sale"
60. Compile list of completed repairs and maintenance items
61. Send "Vacancy Checklist" to seller, if property is vacant
62. Explain benefits of Home Owner Warranty to seller
63. Assist sellers with completion and submission of Home Owner Warranty Application
64. When received, place Home Owner Warranty in property file for conveyance at time of sale
65. Have extra key made for lockbox
66. Verify if property has rental units involved. And if so:
67. Make copies of all leases for retention in listing file
68. Verify all rents and deposits
69. Inform tenants of listing and discuss how showings will be handled
70. Arrange for installation of yard sign
71. Assist seller with completion of Seller's Property Disclosure Form
72. "New Listing Checklist" completed
73. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
74. Review results of Interior Decor Assessment and suggest changes to shorten time on market
75. Load listing into transaction management software program

Entering Property in Multiple Listing Service Database

76. Prepare MLS Profile Sheet - Agent is responsible for "quality control" and accuracy of listing data
77. Enter property data from profile sheet into MLS
78. Proofread MLS database listing for accuracy
79. Ensure proper placement in mapping function
80. Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form
81. Take additional photos for upload into MLS and use in flyers

Marketing the Listing

82. Create print and Internet ads with seller's input
83. Coordinate showings with owners, tenants and other Realtors; return all calls including weekends
84. Install electronic lock box, program lockbox with agreed-upon showing time windows
85. Position listing on 20+ internet sites (Zillow, Trulia etc)
86. Post to Social Networking sites—Facebook, Pinterest etc
87. Pitch listing at weekly office meeting
88. Add property to Bray Weekly Caravan Tour
89. Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability
90. Prepare property marketing brochure for seller's review
91. Arrange for printing a supply of marketing brochures or flyers
92. Order "Just Listed" labels and mail to neighborhood residents
93. Upload listing to company and agent website, if applicable
94. Consider Open House
95. Advise other area brokers of listing-consider Broker Open, if applicable
96. Include in glossy in 32 page "Bray Collection" (May & Sept publications)
97. Mail out marketing data to buyers coming from referral network
98. Provide "special feature" cards for marketing, if applicable
99. Create Virtual Tour and add video to You Tube
100. Convey price changes to all prospects promptly via MLS
101. Reprint / supply brochures promptly as needed
102. Review and update loan information as required
103. Feedback emails / faxes sent to buyer's agents after showings
104. Review and send to seller reports of online property tour activity
105. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
106. Place regular weekly update calls to seller to discuss marketing and pricing

The Offer and Contract

107. Receive and review all Offer to Purchase contracts submitted by buyers or buyer's agents
108. Evaluate offers and prepare a "net sheet" on each for the owner for comparison purposes
109. Counsel seller on offers. Explain merits and weaknesses of each component for each offer
110. Contact buyer's agents to review buyer's qualifications and discuss offer
111. Deliver Seller's Property Disclosure to buyer's agent or buyer upon request and prior to offer, if possible
112. Confirm buyer is pre-qualified by calling Loan Officer
113. Obtain pre-qualification letter on buyer from Loan Officer
114. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date
115. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
116. Distribute copies of contract and all addendums to closing attorney or title company
117. When Offer to Purchase contract is accepted and signed by seller, deliver to buyer's agent
118. Record and promptly deposit buyer's earnest money into escrow account
119. Disseminate "Under-Contract Showing Restrictions" as seller requests
120. Deliver copies of fully signed Offer to Purchase contract to seller
121. Deliver copies of Offer to Purchase contract to selling agent
122. Deliver copies of Offer to Purchase contract to lender
123. Provide copies of signed Offer to Purchase contract for office file
124. Advise seller in handling additional Offers to Purchase submitted between contract and closing
125. Change status in MLS to "Pending"
126. Update transaction management program show "Pending"
127. Review buyer's credit report results - advise seller of worst and best case scenarios
128. Provide credit report information to seller, if property will be seller-financed
129. Assist buyer with obtaining financing, if applicable and follow-up as necessary
130. Coordinate with lender on Discount Points being locked in with dates
131. Deliver unrecorded property information to buyer
132. Order septic system inspection, if applicable
133. Receive and review septic system report and assess any possible impact on sale
134. Deliver copy of septic system inspection report to lender and buyer

Tracking the Loan Process

- 135. Confirm verifications of deposit and buyer's employment have been returned
- 136. Follow loan processing through to the underwriter
- 137. Contact lender weekly to ensure processing is on track
- 138. Relay final approval of buyer's loan application to seller

Home Inspection

- 139. Coordinate buyer's professional home inspection with seller
- 140. Review home inspector's report
- 141. Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract
- 142. Ensure seller's compliance with Home Inspection Clause requirements
- 143. Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
- 144. Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed

The Appraisal

- 145. Schedule appraisal
- 146. Provide comparable sales used in market pricing to appraiser
- 147. Follow-up on appraisal
- 148. Enter completion into transaction management program
- 149. Assist seller in questioning appraisal report if it seems too low

Closing Preparations and Duties

- 150. Ensure contract is signed by all parties
- 151. Coordinate closing process with buyer's agents and lender
- 152. Update closing forms and files
- 153. Ensure all parties have all forms and information needed to close the sale
- 154. Select location where closing will be held
- 155. Confirm closing date and time, and notify all parties
- 156. Assist in solving any title problems (boundary disputes, easements, etc.)

Certificates

- 157. Work with buyer's agent in scheduling and conducting buyer's final walk-through prior to closing
- 158. Research all tax, HOA, utility and other applicable prorations
- 159. Request final closing figures from closing agent (attorney or title company)
- 160. Receive and carefully review closing figures to ensure accuracy of preparation
- 161. Forward verified closing figures to buyer's agent
- 162. Request copy of closing documents from closing agent
- 163. Confirm buyer and buyer's agent have received title insurance commitment
- 164. Provide "Home Owners Warranty" for availability at closing
- 165. Reviews all closing documents carefully for errors
- 166. Forward closing documents to absentee seller as requested
- 167. Review documents with closing agent (attorney)
- 168. Provide earnest money deposit check from escrow account to closing agent
- 169. Coordinate this closing with seller's next purchase and resolve any timing problems
- 170. Have a "no surprises" closing so that seller receives a net proceeds check at closing
- 171. Refer sellers to one of the best agents at their destination, if applicable
- 172. Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.

Follow Up After Closing

- 173. Answer questions about filing claims with Home Owner Warranty company, if requested
- 174. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
- 175. Respond to any follow-up calls and provide any additional information required from office files