

The Real Estate Transaction What Your REALTOR® Does for You

Why Was This List Prepared?

Surveys show that many homeowners and homebuyers are not aware of the true value a REALTOR® provides during the course of a real estate transaction.

The list here is just a baseline since the services may vary within each brokerage and each market. Many REALTORS® routinely provide a wide variety of additional services that are as varied as the nature of each transaction.

By the same token, some transactions may not require some of these steps to be equally successful. However, most would agree that given the unexpected complications that can arise, it's far better to know about a step and make an intelligent, informed decision to skip it, than to not know the possibility even existed.

The Critical Role of the REALTOR®

Listed here are typical actions, research steps, procedures, processes and review stages in a successful residential real estate transaction that are normally provided by **full service** real estate brokerages in return for their sales commission. Depending on the transaction, some may take minutes, hours, or even days to complete, while some may not be needed.

More importantly, they reflect the level of skill, knowledge and attention to detail required in today's real estate transaction, underscoring the importance of having 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 comparable currently listed properties
- 5 Research sales activity for past 18 months from MLS and public records databases
- 6 Research "Average Days on Market" for this property 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 Research property's ownership & deed type
- 10 Research property's public record information for lot size & dimensions
- 11 Research and verify legal description
- 12 Research property's land use coding and deed restrictions
- 13 Research property's current use and zoning
- 14 Verify legal names of owner(s) in county's public property records

- 15 Prepare listing presentation package
- 16 Perform exterior "Curb Appeal Assessment" of subject property
- 17 Compile and assemble formal file on property
- 18 Confirm current public schools and explain impact of schools on market value
- 19 Review listing appointment checklist to ensure all steps and actions have been completed

Listing Appointment Presentation

- 20 Give seller an overview of current market conditions and projections
- 21 Present company's profile and position or "niche" in the marketplace
- 22 Present CMA Results To Seller, including Comparables, Solds, Current Listings
- 23 Offer pricing strategy based on professional judgment and interpretation of current market conditions
- 24 Discuss Goals With Seller To Market Effectively
- 25 Explain market power and benefits of Multiple Listing Service
- 26 Explain market power of web marketing, IDX and REALTOR.com
- 27 Explain the work the brokerage and agent do "behind the scenes" and agent's availability
- 28 Explain agent's role in taking calls to screen for qualified buyers and protect seller from curiosity seekers
- 29 Present and discuss strategic marketing plan
- 30 Explain different agency relationships and determine seller's preference
- 31 Review and explain all clauses in Listing Contract & Addendum and obtain seller's signature

Once Property is Under Listing Agreement

- 32 Review current title information
- 33 Measure overall and heated square footage
- 34 Confirm lot size via owner's copy of certified survey, if available
- 35 Note any and all unrecorded property lines, agreements, easements
- 36 Obtain house plans, if applicable and available
- 37 Review house plans and make copy
- 38 Order plat map for retention in property's listing file
- 39 Prepare showing instructions for buyers' agents and agree on showing time window with seller
- 40 Obtain current mortgage loan(s) information: companies and & loan account numbers
- 41 Verify current loan information with lender(s)
- 42 Check assumability of loan(s) and any special requirements
- 43 Discuss possible buyer financing alternatives and options with seller
- 44 Review current appraisal if available
- 45 Identify Home Owner Association manager if applicable
- 46 Verify Home Owner Association Fees with manager - mandatory or optional and current annual fee
- 47 Order copy of Homeowner Association bylaws, if applicable
- 48 Research electricity availability and supplier's name and phone number
- 49 Research and verify city sewer/septic tank system
- 50 Well Water: Confirm well status, depth and output from Well Report
- 51 Natural Gas: Research/verify availability and supplier's name and phone number
- 52 Verify if seller has transferable Termite Bond
- 53 Ascertain need for lead-based paint disclosure

- 54 Prepare detailed list of property amenities and assess market impact
- 55 Prepare detailed list of property's "Inclusions & Conveyances with Sale"
- 56 Compile list of completed repairs and maintenance items
- 57 Explain benefits of Home Owner Warranty to seller
- 58 Assist sellers with completion and submission of Home Owner Warranty Application
- 59 Have extra key made for lockbox
- 60 Verify if property has rental units involved. And if so:
 - 61 * Make copies of all leases for retention in listing file
 - 62 * Verify all rents & deposits
 - 63 * Inform tenants of listing and discuss how showings will be handled
- 64 Arrange for installation of yard sign
- 65 Assist seller with completion of Seller's Disclosure form
- 66 Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
- 67 Review results of Interior Décor Assessment and suggest changes to shorten time on market
- 68 Load listing into transaction management software program

Entering Property in Multiple Listing Service Database

- 69 Prepare MLS Profile Sheet -- Agents is responsible for "quality control" and accuracy of listing data
- 70 Enter property data from Profile Sheet into MLS Listing Database
- 71 Proofread MLS database listing for accuracy - including proper placement in mapping function
- 72 Add property to company's Active Listings list
- 73 Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form
- 74 Take additional photos for upload into MLS and use in flyers.

Marketing The Listing

- 75 Create print and Internet ads
- 76 Coordinate showings with owners, tenants, and other Realtors®
- 77 Install lock box if authorized by owner. Program with agreed-upon showing time windows
- 78 Prepare flyers
- 79 Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability
- 80 Arrange for printing or copying of supply of marketing brochures or fliers
- 81 Upload listing to company and agent Internet site, if applicable
- 82 Mail Out "Just Listed" notice to neighborhood residents
- 83 Advise Network Referral Program of listing
- 84 Provide marketing data to buyers coming through international relocation networks
- 85 Provide marketing data to buyers coming from referral network
- 86 Provide "Special Feature" cards for marketing, if applicable
- 87 Submit ads to company's participating Internet real estate sites
- 88 Price changes conveyed promptly to all Internet groups
- 89 Reprint/supply brochures promptly as needed
- 90 Loan information reviewed and updated in MLS as required
- 91 Discuss feedback from showing agents with seller to determine if changes will accelerate the sale

- 92 Place regular weekly update calls to seller to discuss marketing & pricing
- 93 Promptly enter price changes in MLS listing database

The Offer and Contract

- 94 Receive and review all Offer to Purchase contracts submitted by buyers or buyers' agents.
- 95 Evaluate offer(s) and prepare a "net sheet" on each for the owner for comparison purposes
- 96 Counsel seller on offers. Explain merits and weakness of each component of each offer
- 97 Contact buyers' agents to review buyer's qualifications and discuss offer
- 98 Fax/deliver Seller's Disclosure to buyer's agent or buyer upon request and prior to offer if possible
- 99 Confirm buyer is pre-qualified by calling Loan Officer
- 100 Obtain pre-qualification letter on buyer from Loan Officer
- 101 Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date
- 102 Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
- 103 Send copies of contract and all addendums to closing attorney or title company
- 104 When Offer to Purchase Contract is accepted and signed by seller, deliver to buyer's agent
- 105 Record and promptly deposit buyer's earnest money in escrow account.
- 106 Disseminate "Under-Contract Showing Restrictions" as seller requests
- 107 Deliver copies of fully signed Offer to Purchase contract to seller
- 108 Deliver copies of Offer to Purchase contract to Selling Agent
- 109 Deliver copies of Offer to Purchase contract to lender
- 110 Provide copies of signed Offer to Purchase contract for office file
- 111 Advise seller in handling additional offers to purchase submitted between contract and closing
- 112 Change status in MLS to "Sale Pending"
- 113 Advise seller of worst and best case scenarios
- 114 Provide credit report information to seller if property will be seller-financed
- 115 Assist buyer with obtaining financing, if applicable and follow-up as necessary
- 116 Coordinate with lender on Discount Points being locked in with dates
- 117 Deliver unrecorded property information to buyer
- 118 Order septic system inspection, if applicable
- 119 Receive and review septic system report and assess any possible impact on sale
- 120 Deliver copy of septic system inspection report lender & buyer
- 121 Verify termite inspection ordered
- 122 Verify mold inspection ordered, if required

Home Inspection

- 123 Coordinate buyer's professional home inspection with seller
- 124 Review home inspector's report
- 125 Enter completion into transaction management tracking software program
- 126 Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract
- 127 Ensure seller's compliance with Home Inspection Clause requirements
- 128 Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
- 129 Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed

The Appraisal

- 130 Schedule Appraisal
- 131 Provide comparable sales used in market pricing to Appraiser
- 132 Follow-Up On Appraisal
- 133 Assist seller in questioning appraisal report if it seems too low

Closing Preparations and Duties

- 134 Contract Is Signed By All Parties
- 135 Coordinate closing process with buyer's agent and lender
- 136 Update closing forms & files
- 137 Ensure all parties have all forms and information needed to close the sale
- 138 Select location where closing will be held
- 139 Confirm closing date and time and notify all parties
- 140 Assist in solving any title problems (boundary disputes, easements, etc) or in obtaining Death Certificate
- 141 Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing
- 142 Research all tax, HOA, utility and other applicable prorations
- 143 Request final closing figures from closing agent (attorney or title company)
- 144 Receive & carefully review closing figures to ensure accuracy of preparation
- 145 Forward verified closing figures to buyer's agent
- 146 Request copy of closing documents from closing agent
- 147 Confirm buyer and buyer's agent have received title insurance commitment
- 148 Provide "Home Owners Warranty" for availability at closing, if applicable
- 149 Reviews all closing documents carefully for errors
- 150 Forward closing documents to absentee seller as requested
- 151 Review documents with closing agent (attorney)
- 152 Provide earnest money deposit check from escrow account to closing agent
- 153 Coordinate this closing with seller's next purchase and resolve any timing problems
- 154 Have a "no surprises" closing so that seller receives a net proceeds check at closing
- 155 Refer sellers to one of the best agents at their destination, if applicable
- 156 Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.

Follow Up After Closing

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