



WORLD-CLASS SERVICE

HERE'S HOW WE DO IT.



PRE-LISTING ACTIVITIES

- ✓ Make appointment with seller for listing presentation and ensure seller's full understanding of listing process.
- ✓ Send a written or e-mail confirmation of appointment and call to confirm.
- ✓ Review appointment questions.
- ✓ Search sales activity for past 3, 6, 9, and 12 months from MLS and public databases.
- ✓ Research "average days on market" for properties similar in type, price, and location.
- ✓ Research all comparable currently listed properties and pendings.
- ✓ Prepare "comparative market analysis" (CMA) to establish market value.
- ✓ Obtain copy of subdivision plat/complex layout.
- ✓ Research property's ownership and deed type.
- ✓ Research property's public record information for lot size and dimensions.
- ✓ Order Preliminary Title Commitment
- ✓ Research property's land use coding and deed restrictions.
- ✓ Research property's current use and zoning.
- ✓ Verify legal names of owner(s) in county's public property records.
- ✓ Confirm tax records are correct with actual house specs.
- ✓ Prepare listing presentation package with above materials.
- ✓ Perform exterior "curb appeal assessment" of subject property.
- ✓ Compile and assemble formal file on property.
- ✓ Review listing appointment checklist to ensure completion of all tasks.
- ✓ Ascertain need for lead-based paint disclosure.

LISTING APPOINTMENT PRESENTATION

- ✓ Explain different agency relationships and determine seller's preference. Give seller an overview of current market conditions and projections.

- ✓ Confirm current public schools and explain their impact on market value.
- ✓ Present company's profile and position or "niche" in the marketplace.
- ✓ Present CMA results, including current listings, pending sales, solds, and expireds.
- ✓ Explain market power and benefits of multiple listing service.
- ✓ Explain market power of Web marketing, IDX, and REALTOR.com.
- ✓ Describe the work the broker and agent do "behind the scenes" and agent's availability on weekends.
- ✓ Describe agent's role in screening qualified buyers to protect against curiosity seekers.
- ✓ Discuss goals to market effectively.
- ✓ Present and discuss strategic marketing plan.
- ✓ Offer professional pricing strategy based on interpretation of current market conditions.
- ✓ Review all clauses in listing contract and obtain seller's signature.
- ✓ Discuss on point pricing.
- ✓ Check assumable loan(s) and any special requirements.
- ✓ Discuss possible buyer financing alternatives and options with seller.
- ✓ Review current appraisal if available.
- ✓ Identify Homeowner Association manager, if applicable.
- ✓ Verify Homeowner Association fees with manager—mandatory or optional and current annual fee.
- ✓ Order copy of Homeowner Association bylaws, if applicable.
- ✓ Research electricity availability and supplier's name and phone number.
- ✓ Calculate average utility usage from last 12 months of bills.
- ✓ Research and verify city sewer/septic tank system.
- ✓ Calculate average water system fees or rates from last 12 months of bills.
- ✓ Or confirm well status, depth and output from well report.
- ✓ Research/verify natural gas availability, supplier's name and phone number.

AFTER LISTING AGREEMENT IS SIGNED

- ✓ Review current title information.
- ✓ Measure overall and heated square footage.
- ✓ Measure interior room sizes.
- ✓ Confirm lot size via owner's copy of certified survey, if available.
- ✓ Note any and all unrecorded property lines, agreements, easements.
- ✓ Prepare showing instructions for buyers' agents and agree on showing availability with seller.
- ✓ Obtain current mortgage loan(s) information: companies and account numbers.
- ✓ Verify security system, term of service and whether owned or leased.
- ✓ Verify propane tank term of service, owned or leased.
- ✓ Prepare detailed list of property amenities and assess market impact. Ask them what attracted them to purchase the home originally.
- ✓ Prepare detailed list of property's inclusions and exclusions.
- ✓ Compile list of completed repairs and maintenance items.
- ✓ Remind seller of items to complete to protect the property if it is vacant.
- ✓ Explain benefits of a homeowner warranty to seller.



- ✓ Assist sellers with completion and submission of homeowner warranty application.
- ✓ When received, place homeowner warranty in property file for conveyance at time of sale.
- ✓ Have extra key made or get extra from seller.
- ✓ Install electronic lockbox. Program with agreed-upon showing time windows.
- ✓ Verify if property has rental units involved. And if so:
- ✓ Make copies of all leases for retention in listing file.
- ✓ Verify all rents and deposits.
- ✓ Inform tenants of listing and discuss how showings will be handled.
- ✓ Arrange for yard sign installation.
- ✓ Explain to seller the importance of accurately completing the Seller's Disclosure form.
- ✓ Review home's exterior and overall curb appeal with seller and suggest improvements for salability.
- ✓ Review interior decor with the seller and make suggestions about staging.
- ✓ Coordinate professional photography for the home.
- ✓ Assess need for special photography, Matterport 3D Home Tours, Videography or Drone Photography for the home.

- ✓ Load listing time into transaction management software.

ENTERING PROPERTY IN MLS DATABASE

- ✓ Prepare MLS Profile Sheet—agent is responsible for “quality control” and accuracy of listing data.
- ✓ Enter property data from Profile Sheet into MLS listing database.
- ✓ Proofread MLS database listing for accuracy, including property placement in mapping function.
- ✓ Add property to company's Active Listings.
- ✓ Provide seller with signed copies of Listing Agreement and MLS Profile Data Form within 48 hours.

MARKETING THE LISTING

- ✓ Discuss marketing with seller and determine open house scheduling, social media preferences, etc.
- ✓ Prepare mailing and contact list of prospects.
- ✓ Prepare flyers and feedback forms.
- ✓ Prepare and place “Special Feature” cards in home, if applicable.
- ✓ Arrange for printing or copying of supply of marketing brochures or flyers.
- ✓ Email property flyer and information to all company agents.
- ✓ Upload listing to company and agent Internet sites
- ✓ Prepare and distribute “Just Listed” notice for all neighborhood residents.
- ✓ Advise Network Referral Program of listing.
- ✓ Provide marketing data to buyers from international relocation and referral networks.
- ✓ Submit ads to company's participating Internet real estate sites.

- ✓ Coordinate showings with owners, tenants, and other agents. Return all calls—weekends included.
- ✓ Convey price changes promptly to all Internet groups.
- ✓ Reprint/supply brochures promptly as needed.
- ✓ Review and update loan information in MLS as required.
- ✓ Send feedback e-mails to buyers' agents after showings.
- ✓ Review weekly market statistics.
- ✓ Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability.
- ✓ Discuss feedback from showing agents with seller to determine if changes will accelerate the sale.
- ✓ Place regular weekly update calls or emails to seller to discuss marketing and pricing.
- ✓ Promptly enter price changes in MLS listings database.
- ✓ Obtain pre-qualification letter on buyer from loan officer.
- ✓ Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date.
- ✓ Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
- ✓ Send copies of contract and all addendums to closing attorney or title company.
- ✓ When Offer to Purchase contract is accepted and signed by seller, deliver to buyer's agent.
- ✓ Confirm deposit of buyer's money into escrow account.
- ✓ Disseminate "Under-Contract Showing Restrictions" as seller requests.
- ✓ Confirm that contract is fully executed by all parties.
- ✓ Deliver copies of fully signed Offer to Purchase contract to sellers.
- ✓ Deliver copies of Offer to Purchase contract to selling agent.
- ✓ Send copies of Offer to Purchase contract to lender and escrow officer.

THE OFFER AND THE CONTRACT

- ✓ Receive and review all Offer to Purchase contracts submitted by buyers or buyers' agents.
- ✓ Evaluate offer(s) and prepare "net sheet" on each for owner to compare.
- ✓ Counsel seller on offers. Explain merits and weakness of each component of each offer.
- ✓ Contact buyers' agents to review buyer's qualifications and discuss offer.
- ✓ Email Seller's Disclosure to buyer's agent or buyer upon request and prior to offer if possible.
- ✓ Confirm buyer is pre-qualified by calling loan officer.
- ✓ Provide copies of signed Offer to Purchase contract for office file.
- ✓ Advise seller in handling additional offers to purchase submitted between contract and closing.
- ✓ Change MLS status to "Sale Pending."
- ✓ Update transaction management program to show "Sale Pending."
- ✓ Coordinate with lender on discount points being locked in with dates.
- ✓ Deliver unrecorded property information to buyer.
- ✓ Order septic inspection, if applicable.
- ✓ Receive and review septic system report and access any impact on sale.
- ✓ Deliver copy of septic system inspection report to lender and buyer.

- ✓ Deliver well flow test report copies to lender, buyer and listing file.
- ✓ Verify mold inspection ordered, if required.

TRACKING THE LOAN PROCESS

- ✓ Confirm return of verifications of deposit and buyer's employment.
- ✓ Follow loan processing through to the underwriter.
- ✓ Add lender and other vendors to transaction management program so agents, buyer and seller can track progress of sale.
- ✓ Contact lender weekly to ensure processing is on track.
- ✓ Relay final approval of buyer's loan application to seller.

HOME INSPECTION

- ✓ Coordinate buyer's professional home inspection with seller.
- ✓ Review home inspector's report.
- ✓ Enter completion into transaction management tracking software program.
- ✓ Explain seller's responsibilities of loan limits and interpret any clauses in the contract.
- ✓ Ensure seller's compliance with home inspection clause requirements.
- ✓ Assist seller with identifying and negotiating with trustworthy contractors for required repairs.
- ✓ Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed.





THE APPRAISAL

- ✓ Coordinate appraisal with seller and appraiser.
- ✓ Provide comparable sales used in market pricing to appraiser.
- ✓ Follow up on appraisal.
- ✓ Enter completion into transaction management program.
- ✓ Assist seller in questioning appraisal report if it seems too low

CLOSING PREPARATIONS AND DUTIES

- ✓ Explain to seller that signing and closing are two separate processes.
- ✓ Coordinate closing process with buyer's agent and lender.
- ✓ Update closing forms and files.
- ✓ Ensure all parties have all forms and information needed to close the sale.
- ✓ Inform seller of location for closing.
- ✓ Confirm closing date and time and notify all parties.
- ✓ Solve any title problems (boundary disputes, easements, etc.) or in obtaining death certificates.
- ✓ Work with buyer's agent in scheduling and conducting buyer's final walkthrough prior to closing.
- ✓ Research all tax, HOA, utility and other applicable prorations.
- ✓ Request final closing figures from closing agent (attorney or title company).

- ✓ Receive and carefully review closing figures to ensure accuracy.
- ✓ Request copy of closing documents from closing agent.
- ✓ Confirm the buyer and buyer's agent received title insurance commitment.
- ✓ Provide "Home Owners Warranty" for availability at closing.
- ✓ Review all closing documents carefully for errors.
- ✓ Forward closing documents to absentee seller as requested.
- ✓ Provide earnest money deposit from escrow account to closing agent.
- ✓ Coordinate closing with seller's next purchase, resolving timing issues.
- ✓ Have a "no surprises" closing so that seller receives a net proceeds check at closing.
- ✓ Refer sellers to one of the best agents at their destination, if applicable.
- ✓ Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
- ✓ Close out listing in transaction management program.

FOLLOW-UP AFTER CLOSING

- ✓ Answer questions about filing claims with Homeowner Warranty company, if requested.
- ✓ Attempt to clarify and resolve any repair conflicts if buyer is dissatisfied.
- ✓ Respond to any follow-up calls and provide any additional information required from office files.



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