

## Support for Sellers

### 1) Deciding to Sell:

- Gather Info About Your Home
- Meet With You at Your Home
- Get To Know Your Home
- Discuss Your Goals
- Explain Current Market Conditions
- Share Your Value Proposition
- Explain Benefits of Your Brokerage
- Present Your Marketing Options
- Explain Video Marketing Strategies
- Demonstrate 3D Tour Marketing

### 2) Select An Agent & Price:

- Present Listing Presentation
- Advise on Repairs and/or Upgrades
- Provide Seller To-Do Checklist
- Explain Buyer & Seller Agency Relationships
- Describe the Buyer Pre-Screening Process
- Create Internal File for Transaction
- Get Listing Agreement & Disclosures Signed
- Provide Sellers Disclosure Form to Sellers
- Verify Interior Room Sizes
- Obtain Current Mortgage Loan Info
- Confirm Lot Size from County Tax Records
- Investigate Any Unrecorded Property Easements
- Establish Showing Instructions for Buyers
- Agree on Showing Times with Sellers
- Discuss Different Types of Buyer Financing
- Explain Appraisal Process and Pitfalls
- Verify Homeowners Association Fees
- Obtain a Copy of HOA Bylaws
- Gather Transferable Warranties
- Determine Need for Lead-Based Paint Disclosure
- Verify Security System Ownership
- Discuss Video Recording Devices & Showings
- Determine Property Inclusions & Exclusions
- Agree on Repairs to Be Made Before Listing
- Schedule Staging Consultation
- Schedule House Cleaners
- Install Electronic Lockbox & Yard Sign
- Set-Up Photo/Video Shoot
- Meet Photographer at Property
- Prepare Home For Photographer
- Schedule Drone & 3D Tour Shoot
- Get Seller's Approval of All Marketing Materials
- Input Property Listing Into The MLS
- Create Virtual Tour Page
- Verify Listing Data on 3rd Party Websites

- Have Listing Proofread
- Create Property Flyer
- Have Extra Keys Made for Lockbox
- Set-Up Showing Services
- Help Owners Coordinate Showings
- Gather Feedback After Each Showing
- Keep track of Showing Activity
- Update MLS Listing as Needed
- Schedule Weekly Update Calls with Seller

### 3) Prepare to Sell:

- Prepare "Net Sheet" For All Offers
- Present All Offers to Seller
- Obtain Pre-Approval Letter from Buyer's Agent
- & Verify Buyer's Lender
- Examine & Verify Buyer's Qualifications
- Examine Negotiate All Offers

### 4) Accepting an Offer:

- Once Under Contract, Send to Title Company
- Check Buyer's Agent Has Received Copies
- Change Property Status in MLS
- Deliver Copies of Contact/Addendum to Seller
- Keep Track of Copies for Office File

### 5) Escrow Inspection & Appraisals:

- Coordinate Inspections with Sellers
- Explain Buyer's Inspection Objections to Sellers
- Determine Seller's Inspection Resolution
- Get All Repair Agreements in Writing
- Refer Trustworthy Contractors to Sellers
- Meet Appraiser at the Property
- Negotiate Any Unsatisfactory Appraisals

### 6) Close of Escrow:

- Confirm Clear-to-Close
- Coordinate Closing Times & Location
- Verify Title Company Has All Docs
- Remind Sellers to Transfer Utilities
- Make Sure All Parties Are Notified of Closing Time
- Resolve Any Title Issues Before Closing
- Receive and Carefully Review Closing Docs
- Review Closing Figures With Seller
- Confirm Repairs Have Been Made
- Resolve Any Last-Minute Issues
- Attend Seller's Closing
- Pick Up Sign & Lock Box
- Change Status in MLS to "Sold."
- Close Out Seller's File with Brokerage