

Your Pre-Listing Checklist for Success!

- Make appointment with seller for **listing** presentation.
- Confirm listing appointment with seller in writing or by email and follow-up by phone.
- Send a **pre-appointment** package so your seller knows what to expect.
- Check out all comparable currently listed properties.
- Research sales activity for past 18 months from Multiple Listing Service (Realtor.ca) and public records databases.
- Research "Average Days on Market" for properties of this type, price range and location.
- Download and review property tax roll information.
- Prepare Comparable Market Analysis (CMA) to establish fair market value.
- Research property's ownership and deed type.
- Review property's public record information for lot size and dimensions.
- Research and verify legal description of property.
- Confirm property's land use coding and deed restrictions.
- Research property's current use and zoning.
- Prepare **listing presentation package**.
- Perform assessment of property's exterior "curb appeal" and interior decor.
- Compile and assemble formal file on property.
- Provide seller with a realistic overview of current market conditions and projections.
- Explain sales professional's and company's credentials and accomplishments in the market.
- Present company's profile and position or "niche" in the marketplace.
- Present CMA results to seller, including comparable current, sold and expired listings.
- Offer pricing strategy based on professional judgment and current market conditions.
- Discuss goals with seller to market effectively.
- Explain the benefits of listing on the Multiple Listing Service.
- Explain market power of Realtor.ca and of email marketing through my website.
- Explain the "behind the scenes" work done by the brokerage and sales professional as well as the sales professional's availability on weekends.
- Explain sales professional's role in screening calls to identify qualified buyers and protecting seller from curiosity seekers.

- Present and discuss strategic master marketing plan.
- Review different agency/client relationships and determine seller's preference.
- Explain all clauses and disclosures in **Listing** Contract and obtain seller's signature.

Now That You're Under a Listing Agreement...

- Confirm the current title information.
- Measure interior room sizes.
- Confirm lot size via owner's copy of certified survey, if available.
- Note all property surveys, lot lines, special agreements, easements.
- Obtain house plans, if applicable and available.
- Review house plans and make copy.
- Prepare showing instructions for buyers' sales representatives and decide with seller on showing times.
- Obtain current mortgage loan(s) information: companies and loan account numbers.
- Verify current loan information with lender(s).
- Check assumability of loan(s) and any special requirements.
- Discuss possible buyer financing alternatives and options with seller.
- Verify any condominium association fees.
- Research average utility bills over last 12 months.
- Research and verify city sewer/septic tank system.
- Verify security system, current term of service and whether owned or leased.
- Determine need for lead-based paint disclosure.
- Prepare detailed list of property amenities and assess market impact.
- Prepare detailed list of property's "Inclusions and Exclusions with Sale."
- Compile list of completed repairs and maintenance items.
- Explain benefits of home owner warranty to seller.
- Help sellers complete and submit home owner warranty application.
- When received, place home owner warranty in property file for conveyance at time of sale.
- Have extra key made for lockbox.
- Verify if property has rental units involved. If so:
 - a) Make copies of all leases for retention in listing file.
 - b) Verify all rents and deposits.
 - c) Inform tenants of listing and discuss how showings will be handled.
- Arrange for installation of yard sign.

- Assist seller with completion of Seller's Disclosure form.
- Review results of curb appeal assessment with seller and provide suggestions to improve marketability.
- Review results of interior decor assessment and suggest changes to shorten time on market.
- Assign login and password for sellers to access service reports from my website.

Ready to List Your Property on Realtor.ca!

- Prepare Realtor.ca Profile Sheet.
- Enter property data from profile sheet into Realtor.ca **listing** database.
- Proofread Realtor.ca database **listing** for accuracy, including proper placement in mapping function.
- Add property to company's active listings list.
- Provide seller with signed copies of **Listing** Agreement and Realtor.ca Profile Sheet Data Form within 48 hours.
- Take additional photos for upload into Realtor.ca and use in flyers. Discuss benefits of panoramic (virtual tours) photography.

Effectively Marketing the Listing

- Create print and Internet ads with seller's input.
- Coordinate showings with owners, tenants, and other real estate representatives.
- Return all calls (including on weekends!)
- Install electronic lock box if authorized by owner and program with agreed-upon showing time.
- Prepare mail-out to be sent to contact list.
- Generate mail-merge letters to contact list.
- Order "Just Listed" labels and flyers.
- Prepare flyers and fax feedback forms.
- Check out comparable Realtor.ca listings regularly to ensure property remains competitive in price, terms, conditions and availability.
- Prepare property marketing brochure for seller's review.
- Arrange for printing or copying of marketing brochures or flyers.
- Place marketing brochures in all company sales representatives' mailboxes.
- Upload **listing** to company and sales professional's Internet site, if applicable.
- Mail out "Just Listed" notice to all neighborhood residents.
- Email "Just Listed" notice to clients in database.

- Advise network referral program of **listing**.
- Provide marketing data to buyers coming through websites, sales professional's network and referral network.
- Provide "Special Feature" cards for marketing, if applicable.
- Submit ads to company's participating real estate websites and any other suitable sites.
- Inform all Internet groups immediately of any price changes.
- Reprint/supply brochures promptly, as needed.
- Review loan information and update in Realtor.ca as required.
- Email/fax feedback to buyers' sales representatives after showings.
- Review weekly Market Study.
- Discuss feedback from showing sales professionals with seller to determine if changes will accelerate the sale.
- Place regular weekly update calls to seller to discuss marketing and pricing.
- Promptly enter price changes in Realtor.ca **listing** database.

Finally: The Offer and Contract

- Review all Offers to Purchase submitted by buyers or their sales representatives.
- Evaluate offer(s) and prepare a "net sheet" on each so the owner can compare them.
- Advise seller on offers; explain strengths and weaknesses of each offer.
- Contact buyers' sales representatives to review buyers' qualifications and discuss offer(s).
- Fax/deliver Seller's Disclosure to buyer's sales representative or buyer upon request and prior to offer if possible.
- Confirm buyer is pre-qualified by calling loan officer and obtaining pre-qualification letter.
- 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 sales representative.
- Fax copies of contracts and all addendums to closing attorney.
- When an Offer to Purchase contract is accepted and signed by seller, deliver signed offer to buyer's sales representative.
- Record and promptly deposit buyer's deposit money in trust account.
- Disseminate "Under-Contract Showing Restrictions" as seller requests.
- Deliver copies of fully signed Offer to Purchase contract to seller.
- Fax/deliver copies of Offer to Purchase contract to buyer's lawyer.
- Fax copies of Offer to Purchase contract to lender.
- Provide copies of signed Offer to Purchase Contract for office file.
- Advise seller on handling of additional Offers to Purchase submitted between contracts and closing.
- Change status in Realtor.ca to "Sale Pending."
- Update website to show "sold."
- Review buyer's credit report results - advise seller of worst and best case scenarios.
- Provide credit report information to seller if property will be seller-financed.
- Assist buyer with obtaining financing (if applicable) and follow-up as necessary.
- Deliver Well Flow Test Report copies to lender and buyer and property listing file.
- Verify termite inspection and mold inspection ordered, if required.

Tracking the All-Important Loan Process

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

Coordinating the Home Inspection

- Coordinate buyer's professional home inspection with seller.
- Review home inspector's report.
- Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract.
- Ensure seller's compliance with Home Inspection Clause requirements.

- Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs.
- Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed.

Conducting the Appraisal

- Schedule appraisal.
- Provide comparable sales used in market pricing to appraiser.
- Follow up on appraisal and assist seller in questioning appraisal report if it seems too low.

The Final Step: Closing Preparations and Duties

- Ensure contract is signed by all parties.
- Coordinate closing process with buyer's sales representative and lender.
- Update closing forms and files.
- Ensure all parties have all forms and information needed to close the sale.
- Confirm closing date and time and notify all parties.
- Request final closing figures from closing sales professional (attorney).
- Receive and carefully review closing figures to ensure accuracy.
- Forward verified closing figures to buyer's sales representative.
- Confirm that buyer and buyer's sales representative have received home insurance commitment.
- Provide Home Owners Warranty for availability at closing.
- Provide deposit check from escrow account to closing lawyer.
- Coordinate the closing date with seller's next purchase and resolve any timing problems.
- Have a "no surprises" closing and present seller a net proceeds check at closing.
- Refer sellers to one of the best sales professionals at their destination, if applicable.
- Change Realtor.ca listing status to "Sold." Enter sale date and price, selling broker and sales professional's ID numbers, etc.

Congratulations! You're Done.