

What Does a Listing Agent REALLY DO?



THE IMPORTANCE OF WORKING WITH A REALTOR®

Many home buyers and sellers are not aware of the true value that a Realtor® provides during the course of a real estate transaction. Many people simply haven't been made aware of the expertise, professional skills, negotiation strategies, and just plain hard work that goes into creating a successful real estate experience.

Listed on the following pages are 111 actions and processes necessary for a successful residential real estate transaction that are provided by our full service real estate brokerage firm for a professional fee. Of course, this is not a complete list as many transactions will require more steps.

My professional commitment as your Realtor® is to ensure that seller and buyer are brought together in a real estate transaction that maximizes your market dollars and abides by federal and state laws along with our Realtor® professional Code of Ethics. You will benefit from my years of experience, marketing expertise, and commitment to excellent customer service.



Elite Asset Management

RE/MAX Elite

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Pre-Listing Activities

1. Make appointment with seller for marketing proposal presentation.
2. Send seller a written or e-mail confirmation of appointment and call to confirm.
3. Review seller pre-appointment questions.
4. Research all comparable and competitive currently listed properties.
5. Research recent sales activity through the Multiple Listing Service (MLS) and/or public records databases.
6. Research "Average Days on Market" for this type of property, price range, and location.
7. Download and review property tax information.
8. Prepare a preliminary "Comparative Market Analysis" (CMA) to aid in positioning the home to sell.
9. Research property's ownership and public record information for lot size and dimensions.
10. Research and verify legal description, land use, covenants and HOA (if applicable).
11. Research property's current use and zoning if applicable
12. Verify legal names of owner(s) in county's public property records and obtain encumbrance information.
13. Prepare marketing proposal and prelisting presentation package.
14. Perform exterior Curb Appeal Assessment of the property.
15. Compile and start formal file on property.
16. Review listing appointment checklist to ensure all steps and actions have been completed.

Marketing Proposal/Listing Appointment Presentation

17. Review the overall market conditions with the seller.
18. Review the local and detailed market conditions specific to the property/area.
19. Provide Agent Resume to seller. Review agent's and company's credentials and accomplishments in the market.

20. Present company's profile and position or niche in the marketplace.

21. Present CMA results to Seller, including Comparables, Solds, Current Listings, and Expireds as well as the Seller's Current Competition on the Market.

22. Offer **positioning strategy** based on the factors of: location, condition, time, marketing, financing and price by using professional judgment and interpretation of current market conditions.

23. Discuss goals with seller to market effectively.

24. Explain market power and benefits of Multiple Listing Service.

25. Explain market power of an online marketing strategy.

26. Explain the work the brokerage and agent do behind the scenes and agent's availability.

27. Explain agent's role in taking calls to screen for qualified buyers and protect seller from curiosity seekers.

28. Present and discuss strategic master marketing plan once seller has hired agent.

29. Provide a property enhancement review and staging recommendations.

30. Review and explain the Listing Contract and Disclosure documents, including Lead Based Paint if applicable, and obtain seller's signature.

Once Property is Under Listing Agreement

31. Review current title information, covenants and deed restrictions.

32. Note any and all unrecorded property lines, agreements, and easements.

33. Obtain and review house plans, plat map, and survey/ILR, if applicable and available.

34. Prepare showing instructions for buyers' agents and agree on showing time window with seller.

35. Obtain and verify current mortgage loan(s) information: companies and loan account numbers.

36. Check assumability of loan(s) and any special requirements.

37. Discuss possible buyer financing alternatives and options with seller.

38. Review current appraisal if available.



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39. Identify and research Home Owner Association manager, fees, and bylaws (if applicable).
40. Research all utility supplier's name's and telephone numbers.
41. Request seller have average utility usage from last 12 months of bills.
42. Research and verify city sewer/septic tank system and city water/well system and permits. Order pre-listing septic inspection if required.
43. Prepare detailed list of property amenities and due diligence
44. Compile list of completed repairs, maintenance items and upgrades done to the property.
45. Request seller to provide floor plan, or order floor plan to confirm interior room sizes, note flooring and property features.
46. Have keys made for lockbox and schedule installation of lockbox and yard signs.
47. Verify if property has rental units/tenants involved. If so:
48. Make copies of all leases for retention in listing file.
49. Verify all rents and deposits.
50. Inform tenants of listing and discuss how showings will be handled.
51. Complete "New Listing Checklist."
52. Review results of Curb Appeal Assessment with seller and provide suggestions to improve selling potential.
53. Meet with professional stager and review the results of Interior Decor Assessment and suggest changes to shorten time on market if required.
54. Schedule professional photographers to take pictures of the home/property.
55. Finalize a listing schedule, timeline of events, and estimated list date.

Entering Property in Multiple Listing Service Database

56. Enter property data into the MLS – Realtor® is responsible for quality control and accuracy of listing data.
57. Proofread MLS database listing for accuracy - including proper placement in mapping function.
58. Provide seller with MLS listing sheet once completed.

59. Upload professionally taken photos into MLS and use in flyers.
60. Prepare property specific website and assign 1-800 call/text number
61. Order property professional flyers.

Marketing the Listing – See detailed Marketing Plan

62. Create print and Internet marketing pieces highlighting important features and benefits of property.
63. Complete, upload, and market property specific website
64. Implement Social Media marketing schedule.
65. Set up showing Time Program to coordinate showings with owners, tenants, and other Realtors
66. Prepare email marketing program.
67. Prepare flyers and 'just listed' – Love Where You Live postcards.
68. Review comparable MLS listings regularly to ensure property remains competitive in price, terms, and condition.
69. Prepare and print property marketing brochure.
70. Upload listing to all applicable Internet sites.
71. Advise area agents of listing.
72. Price changes conveyed promptly in MLS and to all Internet sites.
73. Set up auto feedback program to provide information to sellers.
74. Place regular weekly update calls to seller to discuss marketing and positioning.
75. Upload specific property marketing to social media sites.

Managing the Offer and Contract

76. Introduce transaction manager and the process.
77. Receive and review all Offer to Purchase contracts submitted by buyers' agents.
78. Evaluate offer(s) and prepare counter offer terms and conditions.

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79. Contact buyers' agents to review buyer's qualifications and discuss offer.
80. Review buyer's lender letter and confirm buyer is pre-qualified/pre-approved by calling loan officer as needed.
81. Review offer with seller, make sure all parts of the offers are filled out properly from buyers agent. Discuss counter offer terms.
82. Negotiate all offers on seller's behalf, setting time limits for loan approval and closing date.
83. Prepare and convey any counter offers, acceptance or amendments to buyer's agent.
84. Ensure buyer's earnest money is received and deposited in trust account.
85. Deliver copies of fully signed Contract to Buy and Sell to seller, buyer's agent, title company and lender.
86. Change status in MLS to reflect it is under contract and if there will be any more showings.
87. Review title work and address any obstacles to transfer of free and clear title.

Tracking the Loan Process

88. Confirm with lender that buyer has submitted all loan related documents.
89. Follow progress of loan processing through regular communication with lender.
90. Track contract dates applicable to buyer's financing.
91. Relay final approval of buyer's loan to seller.

Home Inspection

92. Coordinate buyer's professional home inspection with seller.
93. Review home inspector's report.
94. Assist seller in negotiations with buyers related to repairs.
95. Ensure seller's compliance with agreed upon repairs.
96. Ensure all repairs are in process.
97. Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed.

The Appraisal

98. Confirm appraisal time and access with seller/appraiser.
99. Provide comparable sales and information about the property and updates/upgrades to appraiser.
100. Follow-up on appraisal with the lender.
101. Assist in questioning the appraisal report, if the need arises.

Closing Preparations and Duties

102. Coordinate closing date and time with title company and seller.
103. Ensure all parties have all forms and information needed to close the sale.
104. Confirm closing date and time and notify all parties.
105. Work with buyer's agent in scheduling buyer's final walk-through prior to closing.
106. Order Home Buyer's Warranty if applicable.
107. Receive and carefully review closing figures to ensure accuracy of preparation.
108. Coordinate this closing with seller's next purchase and resolve any timing problems.
109. Change MLS status to Sold. Enter sale date, price, concessions, and selling broker information.

Follow Up After Closing

110. Respond to any follow-up calls and provide any additional needed information.
111. Continue to be an ongoing resource to sellers for anything housing and community related.

