

What A Realtor® Does For A Seller

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Your Best Choice is the Wise Choice©

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PRE-LISTING: Preparing for the initial listing appointment with the Seller requires an investment of time and research prior to meeting with the prospective client. After an initial phone call with the Seller, verify City Records and previous sales, do a thorough Market Analysis and prepare documentation.

- Make appointment with the Seller for listing presentation
- Pull Property City and Tax records
- Pull old MLS listing, if applicable
- Research property's current use and zoning
- Research and verify legal description of property
- Pull comps on Active, Sold, Pending, Withdrawn, Expired and Cancelled Listings
- Research "Average Days on Market" for property of this type and location
- Prepare Comparative Market Analysis
- Prepare Agency Disclosure
- Prepare Listing Contract
- Prepare Seller's Property Disclosure
- Prepare Closing Instructions
- Prepare Lead-Based Obligations of Seller
- Prepare Lead-Based Paint Disclosure
- Prepare Square Footage Disclosure
- Prepare Seller's Request for Verification of Loan Information
- Prepare Showing Instructions
- Prepare Pre-Listing Packet
- Order delivery of Pre-Listing Packet
- Confirm time to meet with Seller



LISTING APPOINTMENT: Meet with the Seller to discuss market, pricing strategy, and options. Determine financial and time requirements. Would working together be mutually beneficial? Prepare Net Proceeds for the Seller. Discuss the Seller's preferences for showings, etc. If proceeding, fill out paperwork.

- Give the Seller an overview of current market conditions and projections
- Discuss Comparative Market Analysis
- Discuss pricing strategy based on professional judgment and market
- Discuss goals with the Seller to market effectively, including schedule for selling
- Explain role in taking calls to screen for qualified Buyers
- Discuss safety of lock box
- Discuss Agency
- Discuss Web site placement and advertising of the property
- Discuss Contract and all other disclosures
- Discuss availability of Home Owner's Warranty
- Discuss repairs, cleaning, staging, etc. that may need to be done in home
- Get loan payoff information
- Explain Centralized Showing Service to the Seller
- Discuss with the Seller preferred flyers for advertising the home
- Get copies of leases, if applicable
- Request floor plan, upgrades, special features, detailed list of amenities
- Have the Seller sign all paperwork
- Assist the Seller with completion of Seller's Property Disclosure form



POST-LISTING APPOINTMENT: Place yard sign and lockbox on property. Take measurements and pictures. Verify all information and enter into MLS (Multiple Listing Service). Design flyers, do all internet input to multiple sources, post on web page, show property to prospective Buyers, discuss property with other agents.

- Copies of all documents to the Seller
- Prepare the Seller Net Sheet based on List price
- Measure interior rooms
- Measure exterior of home
- Take interior pictures
- Take exterior pictures in good weather
- Select best pictures, crop and upload
- Put yard sale sign on property
- Get extra key and install lockbox
- Enter listing to MLS and verify all information
- Upload best pictures to MLS
- Upload disclosures to MLS

- Make copies of all disclosures
- Check MLS for matching Buyers
- Input the Seller into Management System
- Assist the Seller with information in preparing the home for maximum price and quickest sale
- Market and send property information to other Realtors
- Design and print flyers
- Deliver flyers
- Compile list of completed repairs and maintenance items Seller has done
- Verify HOA fees and disclosures, if applicable
- Mail copy of Contract to Seller - include MLS printout and projected Seller Net Sheet
- Listing to www.Realtor.com
- Input listing into Centralized Showing
- Listing to eBay Classifieds, Facebook, Facebook Marketplace, Point2Agent, Craigslist, LinkedIn, Twitter and more
- Listing movie prepared and uploaded to YouTube as a featured property on Realtor's YouTube Channel
- Set up Announce My Listing and e-mail to the Seller and other Agents and prospective Buyers
- Calculate average utility usage for last twelve months
- Set any and all showings for the property
- Return all phone calls - weekdays and weekends
- Verify with the Seller after first showings that the Showing Instructions are being followed
- Call Seller regularly to keep apprised
- Reprint and supply flyers, as needed
- Input all showings into Centralized Showing system
- Discuss feedback regularly with Seller
- Show house any and all times to prospective Buyers
- If interested, get Buyer pre-qualified
- Call Seller with any further marketing strategies, if needed
- Amend/Extend if monetary change
- Change MLS, if applicable
- If price changes, send out email UPDATE to Agents who showed home
- Update changed information on all web sites, flyers, etc.
- Reprint flyers
- Deliver flyers



CONTRACT NEGOTIATIONS: Thoroughly review and discuss all offers, review the Buyer's financial qualifications and details of offer, prepare Net Sheet for the Seller with offered numbers, negotiate and renegotiate as many times as it takes, sign offer or counter.

- Receive and thoroughly review all offers submitted
- Pre-negotiate with the other Agent before writing, if applicable
- Discuss Buyer's financial qualifications, terms, and times

- Discuss exclusions, dates, etc. with the other Agent
- Review Contract Addendum thoroughly
- Evaluate offer(s) and prepare a "Net Sheet" on each offer for the Seller
- Discuss the offer(s) with the Seller
- Negotiate the offer and options
- Get the pre-qualification letter for the Buyer
- Sign the offer or prepare a counterproposal, if necessary
- Prepare and convey any counteroffers, acceptances, or amendments
- Acceptance deadline time
- Renegotiate however many times necessary and finalize
- Make applicable copies
- Convey signed copies to the other Agent
- Copy of the final negotiated contract to the Seller



AFTER CONTRACT HAS BEEN SIGNED BY ALL PARTIES: Make sure all Contracts and disclosures signed properly. Deliver Earnest Money and Contract to Title Company, order Title Commitment. Order payoff from mortgage company, meet all deadlines, coordinate inspections and appraisal, explain moving and closing issues with the Seller.

- Order Title work
- Make copy of Earnest Money and Contract
- Deliver check(s) and Contract to the Title Company
- Notate all dates on calendar
- Send date sheet to the Seller
- Do necessary paperwork for any unusual conditions
- Copies of leases and damage deposit receipts, if applicable
- Order payoff
- Seller's Property Disclosure Deadline
- Inspection Objection Deadline
- Resolution Deadline
- Property Insurance Objection Deadline
- Change status on MLS and print to verify
- Review all paperwork for signatures
- Get all necessary signatures
- If mail-out, get instructions and addresses
- Notify the Title Company of mail-out
- If Power of Attorney (POA) is needed, get the original from the Title Company
- Get POA signed and notarized
- Signed copies of Contract to the Seller
- Remind the Seller to notify utility company(ies) to stop service and do "final read"
- Discuss with the Seller advantages/disadvantages of having continued showings
- Discuss what happens if other offers come in between Contract and Closing
- Change the showing instructions in Centralized Showing
- Referral agent needed for Sellers new location?
- Resolve any Title Disputes
- Resolve any Off Record Matters
- Deliver unrecorded property information to the Buyer
- Have the Seller notify utilities, phone, cable, etc.

- Set up the closing time(s)
- Call the Buyer's Agent and coordinate closing time(s)
- Verify the closing date and time(s) and make all parties aware
- Send time-verification of closing and the directions to the Seller
- Assist in solving any Title problems (boundary disputes, easements, etc.)
- Assist in obtaining Death Certificates, if applicable
- Discuss cleaning needs (e.g. carpet, kitchen, etc.) upon move-out
- Discuss mover and time-frame for move-out with the Seller



HOME INSPECTION: Make arrangements with all parties to coordinate inspection. Thoroughly review inspection report with the Seller. Discuss items, willingness and advisability to repair and the estimate of costs. Make arrangements with appropriate contractors and vendors to have items repaired.

- Set up the Inspection
- Coordinate the time with the Seller, Agents, Buyer and Inspector
- Review Notice of Unsatisfactory Conditions with the Seller
- Assist the Seller negotiate Inspection Objections
- Assist the Seller with repair estimates or a credit at closing
- Copy of the Inspection Notice to file
- Verify prior to closing that all repairs have been completed
- Get copies of the repair receipts
- Fax the copies of receipts to the other Agent



THE APPRAISAL: Do current Market Analysis on property value. Coordinate with the Appraiser. Make sure appraisal done in timely manner. Discuss options if the appraisal is low. Any appraisal conditions? Coordinate fixing items, if noted. Schedule the final inspection.

- Coordinate the appraisal
- Coordinate time with Seller, Agents, Buyer, Appraiser
- Do current CMA for appraiser
- Give CMA to appraiser
- If VA, make sure CRV is ordered and completed
- Track appraisal deadline
- Verify appraisal completed and satisfactory
- If appraisal low, discuss all options with the Seller
- Discuss any conditions on the appraisal with the Seller
- Schedule the final inspection on appraisal conditions, if applicable

- Verify all conditions met prior to closing



TRACKING THE LOAN PROCESS: Track the Buyer's loan progress with the other Agent. Make sure all dates and deadlines are met. Keep the Seller apprised of current situation. If Contract falls, restart process from the beginning. Release of Earnest Money if within Contract dates.

- All paperwork to the Lender
- Make contact with the Lender and verify Buyer information
- Loan Application Deadline
- Buyer's Credit Information Deadline
- Disapproval of Buyer's Credit Information Deadline
- Existing Loan Documents Deadline
- Existing Loan Documents Objection Deadline
- Loan Transfer Approval Deadline
- Contact the Lender regularly to ensure processing of loan approval is on track
- Notify the Seller of loan approval



IF CONTRACT FALLS THROUGH: Restart process from the beginning. Sign all documentation to terminate, and Release of Earnest Money if within Contract dates. Reinstatement on MLS and all internet sites. Reissue flyers and start marketing process again.

- Fill out all necessary paperwork
- Re-input into MLS
- Sign Release of Earnest Money forms



CLOSING PREPARATIONS AND DUTIES: Schedule a walk-through with all parties. Confirm that all dates are being met, confirm if mail-out, POAs or other documents needed. Review closing documents and verify that all figures are correct. Deal with all last-minutes crises, make sure the Seller brings keys, garage door opener(s), ID, etc. as needed to finalize closing.

- Schedule walk-through
- Verify with the Seller how proceeds of the sale will be received
- If mail-out, verify correct mailing address
- Confirm mail-out with the Closer
- Title Deadline
- Title Objection Deadline
- Survey Deadline
- Survey Objection Deadline
- Document Request Deadline
- CIC Documents Objection Deadline
- Off-Record Matters Deadline
- Off-Record Matters Objection Deadline
- Right of First Refusal Deadline
- Property Insurance Objection Deadline
- Coordinate Possession Date and Possession Time
- Prepare disbursement authorizations
- Notify the Title Company of any Amend/Extends or date/money changes
- Last minute bills and receipts faxed to the Closer
- Make sure the Closer has all addenda, correct price, rents, or applicable credits
- Discuss the closing figures with the Closer
- Check final figures for accuracy
- Call the Seller and discuss final figures prior to closing
- Remind Seller to bring picture ID, keys, garage door opener(s), receipts, etc.
- If not receiving proceeds at closing, discuss the Seller's need for Cashier's Check
- Deal with all last-minute crises
- Check file for any unsigned documents
- Coordinate this closing with Seller's next purchase and resolve timing issues
- Work to have a "no surprise" closing so that the Seller receives proceeds at closing



POST SALE: Enter the sales data to MLS and records for County. Remove signs, and Lockbox. Make sure file is completed. Change MLS to SOLD.

- Change MLS to "SOLD"
- Enter the sales data for County Records
- Check property sale file for completion
- Store hard file

- Copy HUD-1
- Remove sign and brochure/flyer box
- Remove lockbox
- Be sure the Seller has all documentation of sale and closing
- Be sure the Seller has HUD-1 for following year's taxes



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