



How Do Realtors® Help Sellers?

PRICE

- › Provide market overview
- › Produce Comparative Market Analysis
- › Design price strategy
- › Help determine inclusions & exclusions

REPAIRS & UPGRADES

- › Recommend home improvements and/or staging to increase value
- › Recommend repairs to home

SAFETY

- › Install lockbox for controlled access
- › Document all showing activity
- › Make safety & anti-theft recommendations

MARKETING

- › Design & implement marketing plan
- › Hire & schedule:
 - › Professional cleaner
 - › Photographer
- › Schedule:
 - › Sign installation
 - › Pre-inspection
 - › Home measurements
- › Host broker open houses
- › Host public open houses
- › Host neighborhood open houses
- › Input home into MLS system
- › Produce property brochure
- › Send home information to syndicate websites
- › Send “Just Listed” postcards
- › Post on social media
- › Send email blast to REALTORS® & industry professionals
- › Run print advertising
- › Promote within office
- › Promote to sphere of influence

CONTRACTS

- › Explain Contract to Buy & Sell
- › Explain listing agreement
- › Explain required disclosure documents
- › Explain deeds
- › Explain title work
- › Assemble H.O.A. documents
- › Obtain Owners & Encumbrance Report
- › Obtain & review Buyer's Qualification Letter

COMMUNICATION

- › Conduct pre-listing interview to determine needs
- › Guide through inspection process
- › Guide through appraisal process
- › Explain closing procedure
- › Schedule & manage vendors
- › Guide through TRID requirements
- › Track due diligence deadlines

- › Provide a weekly showing report
- › Coordinate with:
 - › Lenders
 - › Appraisers
 - › Inspectors
 - › Title company

NEGOTIATION

- › Price
- › Inspection resolution
- › Appraisal resolution
- › Title resolution
- › Multiple offers
- › Seller concessions
- › Earnest money
- › Inclusions & exclusions
- › Conditional sale contingency
- › Survey resolution
- › Due diligence resolution
- › Closing & possession date