

Listing – Process Overview

Preliminary Listing Info

- Research previous listing of property on MLS (Print One Line Property History)
- Prepare list of comps with notes of advantages and disadvantages (eg. property location, neighborhood conformity, functional obsolescence, open floor plan, lot size, finishes, school system)
- Research market trends
- Determine initial listing price
- Set date for open house event in neighborhood (optional)
- Prepare open house even schedule
- Obtain permission and details for future open house
- Write neighborhood invitation letter
- Create rough draft of property flyer
- Make a list of property preparation items (eg. paint, carpet, landscape, personal photos)
- Schedule property appraisal (optional)
- Schedule appointments for vendors (eg. inspections for roof, termite, physical) (See Inspection Election form) (See My Coastal Pacific)
- Determine active date for MLS and sign authorization to exclude from MLS (optional)
- Order sign up from Dee Signs (888-791-7446) (if applicable)
- Obtain sellers cost of sale from escrow (estimate based on list price, previous to creation of loan docs)
- Determine if work and repairs have been completed (if applicable)
- Obtain copy of appraisal when property was purchased (includes property specifications and description) (best square footage measurement to use) (provided by seller)
- Find property tax records using Realist
- Order property profile from Chicago Title including comparable sales
- Ask title rep to obtain building permits
- Compile all disclosures needed including hazard, CLUE report, and water certification
- Order CC&Rs from title company
- Coordinate all disclosure documents with transaction coordinator
- Write down list of key dates and deadlines on calendar

Listing Is Fully Executed

- Submit entire contract to broker within 48 hours of being fully executed
- Order video, photography, and virtual tour (see My Coastal Pacific)
- Review other property marketing options on My Coastal Pacific
- Input property into MLS and include remarks, supplements, photos, and virtual tour (include information for animals on property)
- Announce neighborhood open house event (eg. door-to-door, email, mail invitations, etc.)
- Inform agent and client network about the new listing (i.e. tell your sphere)
- Complete new listing checklist and submit
- Complete Agent Absence form with vacation dates and submit (if applicable)
- Contact and build relationships with other listing agents with comparable active and pending properties
- Order or find sign riders (if applicable)
- Schedule local broker caravan
- Sign seller letter (see seller neighborhood letter template)
- Setup seller to receive comparable sales via MLS email updates
- Input lockbox data into MLS (to track agents who show the property)
- Program lockbox hours of access (if applicable)
- Inform owners of lockbox schedule
- Add lockbox schedule to MLS showing instructions
- Complete seller estimated costs from title and escrow
- Print agent version of MLS sheet with price. Update when pending & sold
- Print client version of property flyer (without price)
- Print small cards for Sellers, Vendors and clients
- Make 3 copies of all property keys
- Give one key to office
- Place one key in your car

Bring To Property

- Yellow flag for marking sign post location
- Lockbox (make sure to know codes beforehand)
- MLS input sheet

- Tape measure and screw driver
- Camera or smartphone (even when buying professional photos)
- Chicago Title branded folders for title documents
- Disclosure forms
- Seller Net Sheet (provided by escrow company)
- All relevant documents (including contract, CMA, and inspections)
- Flyer holder (to place in kitchen)
- Sign box (on for sale sign)

While At Property

- Identify sign locations (eg. front yard, front window, down country road)
- Plant yellow flag in ground to identify for sale sign location
- Review dimensions and condition of property (i.e. measure and take notes for each room)(use only assessor sq.ft. in listing remarks)
- Measure exterior of house (using screwdriver and tape measure)
- Install lockbox (hidden but easy to access location)(be careful of scratching front door)
- Fill out MLS input sheet
- Take photos for MLS (if not purchasing professional photos)(need to be uploaded to MLS within 24 hours of listing)
- Deliver remaining seller documents in Chicago Title folder
- Setup sign box and place brochure holder in property
- Add one key into property lockbox

Need From Seller

- Copy of floor plan from past appraisal (if available)
- Name and company of builder and/or architect (if available)
- Permits (if available)
- HOA information (including name, phone number, fee amount, and what fee pays for)
Transfer Fee \$_____ Document Fee \$_____ Private Transfer Fee \$_____
- Obtain keys from seller for all locks on property (include mailbox key for condos)

Discuss With Seller

- Showing Instructions

- ___ Agents and clients won't always be on time, please be patient
- ___ Take dog(s) with you when leaving property (if applicable)
- ___ Don't be at property when a showing is taking place
- ___ Don't give a tour to a buyer or agent
- ___ Don't offer any additional information about property
- ___ If someone wants a showing on a difficult day, either try to reschedule or do your best to accommodate them.
- ___ When a property is shown, all lights should be on, all curtains open, items put away, automatic sprinklers off, security system off, etc.)
- ___ Secure items of value (jewelry, medicine, cash, electronics, etc.)
- ___ Explanation of providing a home warranty during the listing period for the sellers (typically less than \$1/day)
- ___ Have sellers sign home warranty form to provide warranty during listing period (if applicable)
- ___ Have sellers initial home warranty form in appropriate place for denial of warranty (if applicable)
- ___ Explain value of providing one year home warranty for buyers at no cost (typically less than \$1/day)
- ___ Have sellers sign form to provide one year home warranty for buyers (if applicable)
- ___ Submit home warranty form(s) to Escrow Company for billing
- ___ Why they should have a physical inspection performed
- ___ Why they should order a termite inspection now vs. later (repairs are less expensive than what lender may require and the seller will have more control over the repair process)
- ___ whether they will make repairs or sell "as-is" (major items corrected as required by lenders and sellers will have more control over the repair process and have opportunity to obtain competitive bids)
- ___ Appraisal process and how their property may be valued (appraiser must use all comps including short sales and REOs)(comps are limited to immediate area, track, same bed, bath, square footage, and last sales from last three months, may or may not consider pendings)
- ___ Key deadlines and time periods (eg. 17 day contingency period)
- ___ Find out if seller(s) plan to be out of town at any point during the transaction
- ___ Details of hosting open houses (sprinklers, gates, codes, etc.)

Back At Office

- Create marketing plan with costs and benefits in mind (eg. video, photos, website)
- Download or purchase items needed from My Coastal Pacific
- Make preparations for open house and broker caravan (purchase snacks, water, party supplies, and flowers)
- Review information on local market (including schools and selling points)
- Place ad on Craigslist
- Share listing on social media (using property page on CoastalPacificRE.com)
- Share results of open house and/or recent progress with seller(s) (including recent sales, pendings, buyer attention, new listings)
- Obtain feedback from other agents when they host your open house (including how many groups, comments, how they found out about open house)

Price Change

- Provide seller with all new and relevant market data
- Have modification of terms form signed by seller(s)
- Update price information on MLS and throughout marketing suite (eg. flyers, social media)
- Email agents and potential buyers who would like to know about the change
- Add "Reduced Price" name rider to for sale sign (optional)
- Deliver new agent versions of MLS sheets for showing agents

Offer Accepted

- Send "congratulations" card to other agent with two business cards
- If all cash transaction, obtain proof of funds and closing costs from buyers agent
- Obtain buyers updated qualification letter (includes down payment and closing costs) to escrow (based on sales price)
- Recommend buyers agent to Susan and Justin to hire at CPRE (optional)
- Send fully executed contract with cover sheet to buyers agent, escrow company, and lender (include COE date)
- Set reminders for important dates
 - 3 days before contingency removal - verify all disclosures are signed
 - 1 week before COE - review file and identify any missing or incomplete documents
 - 1 week before COE - order home protection plan



- 1 week before COE - obtain lender and funding conditions
- 1 week before COE - Obtain updated buyer qualification letter that includes down payment and closing costs
- 1 week before COE - confirm vesting with lender, escrow, and buyer
- 1 week before COE - ask lender for good faith estimate for broker file
- 1 week before COE - Verify they have fully executed contract and correct title and escrow charges
- 1 week before COE - Review all contract timelines to find potential problems
- 1 week before COE - Make sure you are the point of contact for all communications
- On contingency removal date - Obtain contingency removal form buyers agent

Seller Final Steps

- Remind them about utilities
- Collect all keys to property, mailbox, common areas, etc.
- Remind them to leave all manuals in a kitchen drawer
- Check to see if they need a handyman for any remaining tasks

Agent Final Steps

- Deliver client appreciation gift
- Update client status in database