

## SELLER SERVICES

Listed here are more than 270 typical actions, research steps, procedures, processes and review stages in a successful residential real estate transaction that are normally provided by Florida Benchmark Realty Group, Inc., a **full-service** real estate brokerage, in return for the fee earned. Depending on the transaction, some may take minutes, hours or even days to complete, while some may not be needed.

### SET APPOINTMENTS AND DO THE RESEARCH:

1. Set appointment to preview subject property with owner.
2. Call to confirm preview appointment.
3. Inspect subject property noting size, condition and recent improvements.
4. Set appointment with owners for listing presentation.
5. Request owners to send copies of deed, survey and title insurance policy.
6. Request owners to obtain current mortgage balance(s).
7. Send note or e-mail to confirm date and time of next appointment.
8. Perform daylight drive-by "Curb Appeal Assessment" of subject property.
9. Tour neighborhoods in vicinity of subject property.
10. Research all comparable currently listed properties in these neighborhoods.
11. Research sales activity for past 18-24 months.
12. Develop statistics for property of this type, price range and location.
13. Prepare "Comparable Market Analysis" to develop listing price range.
14. Obtain print copy of tax roll information.
15. Research property's record owners and date of acquisition.
16. Obtain print copy of subdivision plat or tax map.
17. Research property's current zoning and compliance.
18. Review deed, survey and title insurance policy provided by owners.
19. Research deed restrictions, easements and reservations, if any.
20. Compare deed, survey and tax map to verify property's legal description.
21. Research current public school pathing and school building locations.
22. Prepare sale presentation package using results of above research.
23. Establish a recommended listing price.
24. Fill out listing contract and other MLS forms in advance of appointment.
25. Review property file to ensure all steps and actions have been completed.
26. Call to confirm listing appointment.

### REVIEW RESEARCH RESULTS WITH OWNERS:

27. Arrive on time for appointment with all materials.
28. Provide an overview of market conditions and projections.
29. Review agent's and company's credentials and market accomplishments.
30. Present agent's and company's qualifications to sell the subject property.
31. Present brief overview of proposed marketing plan.

## REVIEW RESEARCH RESULTS WITH OWNERS (continued):

32. Review sale presentation package with owners.
33. Confirm current loan balances with owners.
34. Determine owners relocation needs and time frame.
35. Discuss your firm's and own services in assisting owners to relocate.
36. Discuss recommended repairs/improvements required for top dollar sale.
37. Offer recommended listing price based on research and expertise.
38. Discuss recommended listing price with Owners and mutually agree to it.
39. Discuss estimated cost and suggested time frame for repairs/improvements.

## PRESENTING THE MARKETING PLAN:

40. Explain market power and benefits of multiple listing service (MLS).
41. Explain benefits of property signage and electronic lockbox.
42. Explain benefits of REALTOR agent tour.
43. Explain benefits of open houses.
44. Explain the market power of IDX, REALTOR.com and other web marketing.
45. Explain the role of the agent behind the scenes and agent's prospect list.
46. Explain agent's role in screening for qualified buyers.
47. Present and discuss master marketing plan.

## THE LISTING PAPERWORK:

48. Explain agency relationships and determine preferred choice.
49. Explain sellers' disclosure statement and help owners complete form.
50. Explain property input sheet and complete form.
51. Explain listing contract and complete entries.
52. Explain any other required forms, including lead-based paint disclosure.
53. Explain the home inspection and how it works.
54. Explain the pest inspection and how it works.
55. Explain a home warranty and benefits of providing one.
56. Explain buyer and seller default and specific performance.
57. Obtain signatures of owners on all documents and give owners copies.

## WORKING THE MARKETING PLAN:

58. Obtain all keys to the property and make sure they work.
59. Thoroughly inspect the property inside and out.
60. Take photographs of property for MLS input and brochures.
61. Sketch the floor plan of the home and calculate room sizes.
62. Review any recent home inspection reports for the property.
63. Review Curb Appeal Assessment with sellers and make recommendations.
64. Review Interior/Décor Assessment with sellers and make recommendations.
65. Make list and timetable for completion for repairs to be made by sellers.
66. Assist sellers in selecting/hiring contractors for other agreed upon repairs.

## WORKING THE MARKETING PLAN (continued):

67. Assist sellers in completing home warranty application and mail in.
68. When received, place copy of home warranty policy in property file.
69. Discuss lock box installation and showing times with sellers.
70. Prepare showing instructions for inclusion into input sheets.
71. Obtain mortgage loan(s) account numbers and contact information.
72. Obtain written verification of current loan balance(s).
73. Review loan documents for special requirements and assumability.
74. Discuss possible seller financing alternatives and options with seller.
75. Review any recent appraisals of the property.
76. Review pest control and other current maintenance contracts.
77. Arrange for sellers or agent to make copies of maintenance contracts.
78. Verify transferability of current pest and maintenance contracts.
79. Prepare detailed list with photographs of property/community amenities.
80. Prepare detailed list of property's "Inclusions & Conveyances with Sale".
81. Identify Home Owners' Association manager, if applicable.
82. Verify Association fees and impending special assessments with manager.
83. Arrange for sellers/manager to provide Association's declaration & bylaws.
84. Arrange for sellers or agent to make copies of property's utility bills.
85. Make list of utility account numbers, providers and phone numbers.
86. Calculate average utility usage for previous 12 months per bills.
87. Verify municipal sewer service or septic tank system.
88. Verify municipal water service or water well.
89. If well water, arrange for sellers to provide Well Report.
90. Confirm well status, depth and output from Well Report.
91. Confirm sellers' ownership of water softener, security system, etc.
92. Verify property area covered by security system and monitoring fee.
93. Send "Vacancy Checklist" to sellers if property is vacant.
94. Make extra key(s) for lockbox
95. Verify if any part of the property is leased.
96. If leased, make copies of all leases and confirm all rents current.
97. Verify all current rents, lease expiration dates and deposits.
98. Obtain contact information for landlords/tenants.
99. Contact landlord, if applicable, for lease assignment details.
100. Contact tenants to discuss how showings will be handled.
101. Arrange for installation of property signage.
102. Arrange appointment for visual tour photographer.
103. Install the lockbox with key(s) to the property.
104. Enter listing into transaction management software.
105. Enter property data and photos into Multiple Listing Service database.
106. Proofread listing information for accuracy.
107. Confirm correct property location in MLS mapping software.
108. Add listing to company's active listings roster and print multiple copies.
109. Distribute listing copies to all agents in office.

## MARKETING THE LISTING:

110. Confirm that sellers have received copies of all forms to the listing contract.
111. Send a copy of the MLS listing printout to sellers.
112. Enter listing into websites and other listing databases, if applicable.
113. Create/print internet ads and discuss with sellers.
114. Arrange the REALTOR agent tour date and time.
115. Coordinate showing appointments as appropriate.
116. Promptly return phone calls received from other agents.
117. Prepare mailing to contact list and distribute.
118. Prepare property marketing brochure for seller's review.
119. Confirm status/completion of seller repairs to the property.
120. Confirm status/completion of contractor repairs to the property.
121. Evaluate with sellers the need to revise the sellers disclosure statement.
122. Arrange for printing or copying of property marketing brochures and flyers.
123. Distribute "Just Listed" flyers to all neighborhood residents.
124. Pick up property marketing brochures/flyers.
125. Place supply of marketing brochures at property and signpost display box.
126. Distribute copies of marketing brochure to all agents in office.
127. Upload copies of marketing brochure to referral and relocation networks.
128. Conduct the REALTOR agent tour and gather feedback.
129. Review comparable property listings and sales on regular basis.
130. Discuss with sellers feedback from agent tour and market activity.
131. Make any modifications to listing resulting from discussion with sellers.
132. Submit property ads to internet real estate web sites and other media.
133. Continually monitor showing activity and contact buyers' agents for feedback.
134. Continually monitor websites for inclusion and accuracy of property data.
135. Continually promptly respond to phone calls and e-mails for the listing.
136. Constantly discuss showing feedback and market activity with sellers.
137. Discuss with sellers the need for an Open House and arrange date.
138. Submit Open House notice to MLS and ads to websites and other media.
139. Distribute Open House notices to all other agents in the office.
140. Distribute Open House flyers to all residents of the neighborhood.
141. Install Open House signs, balloons and other marketing materials.
142. Conduct Open House and gather feedback.
143. Remove Open House signs, balloons and other marketing materials.
144. Discuss with sellers feedback from Open House and current pricing.
145. Promptly enter price changes in MLS and other databases and websites.
146. Constantly monitor the condition of the property and report to sellers.
147. Constantly gather feedback.
148. Discuss with sellers any changes that will accelerate the sale of the property.
149. Confirm that all repairs have been completed in accordance with the plan.
150. Submit property ads to internet real estate web sites and other media.
151. Discuss with sellers the need for a second Open House.
152. Conduct second Open House if needed.
153. Follow the Marketing Plan to generate offers.

## The Offer and Contract:

154. Receive and review all contracts submitted by buyers or buyers' agents.
155. Evaluate offers and prepare a "net sheet" to sellers for each offer.
156. Review buyers' prequalification/preapproval letter or cash statement.
157. Discuss financing status with buyers' agent and get background of buyers.
158. Confirm that buyers' agent has received a Seller's Disclosure Statement.
159. Discuss any questions concerning the contract with buyers' agent.
160. Make appointment with sellers to present offer.
161. Counsel sellers on offers and explain terms and conditions of each.
162. Discuss with sellers the advantages and disadvantages of each offer.
163. Convey counteroffers, acceptance or amendments to buyers' agent.
164. Negotiate all offers on sellers' behalf to conclusion.
165. Discuss with sellers "under contract" showing status for contingencies.
166. Discuss wipe-out provisions and how they work.
167. Obtain credit report information if property will be seller financed.
168. Review buyers credit report with sellers and discuss best and worst case.
169. Obtain sellers signatures on contract documents and deliver to buyers' agent.
170. Obtain fully executed contract documents from buyers' agent.
171. Deliver an originally signed set of contract documents to sellers.
172. Discuss with sellers the procedure for handling additional offers.
173. Change status of listing in MLS to "Sale Pending".
174. Change status in websites and advise relocation companies.
175. Submit a complete set of contract document for the office file.
176. Verify the date and place where buyers' earnest money has been deposited.
177. Update transaction management software for status and terms of sale.
178. Deliver copies of deeds, surveys or title insurance policies to buyers' agent.
179. Deliver documents as may be requested by buyers' lender.
180. Deliver copies of Home Warranty and other documents to buyers' agent.
181. Coordinate appointments for home/pest inspections with Seller and agent.
182. Coordinate other such tests or inspections as the sales contract stipulates.

## PRE-CLOSING PROCESS:

183. Obtain written verification of earnest money deposit.
184. Obtain contact information for professionals involved in transaction.
185. Add contact information to transaction management program.
186. Obtain name of lender and date of formal mortgage application by buyers.
187. Arrange for other required inspections such as occupancy permit.
188. Confirm that formal loan application by buyers has been completed.
189. Handle all inquiries and showing requests for additional offers.
190. Negotiate on sellers' behalf any other offers on the property.
191. Review terms and conditions of other offers with sellers.
192. Review wipe out language provisions and sellers' right to exercise.
192. Give formal notice to buyers' agent of exercise of wipe out if appropriate.
193. Obtain written waiver of contingency from buyers' agent or see #194.

## PRE-CLOSING PROCESS (continued):

194. Review with sellers status of buyers' contract.
195. Obtain sellers signatures on second contract documents.
196. Obtain sellers signatures on first contract termination and buyer release.
197. Obtain buyers signatures on first contract termination and release.
198. Start over at Step #167 with second contract.
199. Verify return of earnest money deposit to original buyers.
200. Receive from buyers' agent results of home/pest/other property inspections.
201. Receive from buyers' agent any contractual demands arising from inspections
202. Review contract addendum and discuss with sellers.
203. Explain sellers' responsibilities and options relative to proposed repairs.
204. Obtain sellers signatures on contract addendum.
205. Make list and timetable for completion for repairs to be made by sellers.
206. Assist sellers in selecting/hiring contractors for other agreed upon repairs.
207. Deliver signed copies of contract addendum to buyers' agent.
208. If MLS status "active with contract" meet with sellers to discuss more offers.
209. Assist sellers in revising Sellers Disclosure Statement per inspections.
210. Place copy of revised Sellers Disclosure Statement in property and office file.
211. Revise transaction management program.
212. Confirm status/completion of seller repairs to the property.
213. Confirm status/completion of contractor repairs to the property.
214. Notify buyers' agent at completion of repairs.
215. Coordinate reinspection(s) by home/pest/other inspectors.
216. Notify sellers of any defective work found in reinspections.
217. When repairs completed verify payment or payment arrangements therefor.
218. Coordinate date and time of property appraisal.
219. Meet appraiser at property and remain available for questions.
220. Confirm that appraisal has been completed and submitted to the lender.
221. Discuss with buyers' agent any issues arising from property appraisal.
222. Discuss with sellers any issues arising from property appraisal.
223. Revise transaction management program.
224. Discuss loan approval timetable with buyers' agent.
225. Obtain copy of loan approval letter and discuss potential closing dates.
226. Change MLS status to "Under Contract" and order property sign status insert.
227. Review any uncompleted contractual items with sellers.
228. Develop plan of action for any uncompleted contractual items.
229. Discuss potential closing dates and times with sellers.

## ARRANGING THE CLOSING:

230. Finalize with buyers' agent the date, time and place of Closing.
231. Confirm orders for lien letters and mortgage pay-off completed.
232. Obtain preliminary settlement statement from escrow agent.
233. Review preliminary settlement statement with sellers.
234. Explain the meaning of immediately available funds with sellers.

## ARRANGING THE CLOSING (continued):

235. If appropriate, confirm sellers' availability of immediately available funds.
236. Verify that all documents have been received by all parties involved.
237. Review contract to confirm all terms and conditions are being met.
238. Arrange with buyers' agent date and time for final property inspection.
239. Confirm with buyers' agent that property insurance has been obtained.
240. Confirm with buyers' agent the date for transfer of property utilities.
241. Attend final walk-through of buyers and advise sellers.
242. Develop plan of action for any issues arising from buyers' inspection.
243. Assist escrow agent in obtaining any documents arising from lien letters.
244. Assist escrow agent in obtaining any items needed to convey good title.
245. Verify that HOA approval of buyers has been received, if required.
246. Confirm buyers' final inspection and remove lockbox from property.
247. Resolve any issues resulting from buyers' final inspection.
248. Gather all keys received to the property and bring to Closing.

## THE CLOSING:

249. Confirm the time and place of Closing.
250. Confirm sellers' attendance and immediate funds requirement, if needed.
251. Confirm sellers' delivery of any other required documents to Closing.
252. Meet sellers at place of Closing to review final settlement statement.
253. Note any discrepancies or questions regarding settlement statement.
254. Review at Closing table any other relevant documents.
255. Resolve any sellers' issues regarding the settlement statement.
256. Confirm that all terms of the agreement of sale have been met.
257. Witness where necessary sellers' execution of the transfer documents.
258. Obtain necessary signatures on transfer of Home Warranty policy.
259. Confirm sellers' receipt of copies of all sellers' Closing documents.
260. Confirm buyers' receipt of all keys to the property.
261. Arrange any final details for property occupancy.

## FOLLOWING THE CLOSING:

262. Change MLS status to "Sold" and enter sale date, price and selling broker.
263. Change status on websites and terminate other advertising sites.
264. Close out sale in transaction management program.
265. Provide copies of relevant documents to office sale file.
266. Order return of For Sale sign.
267. Respond to any follow-up calls for documents or information.
268. Confirm sellers' move-out and condition of the property with buyers' agent.
269. Mail "Sold" postcards to neighborhood mailing list.
270. Confirm transfer of utilities into buyers' name.
271. Meet sellers to review status of post-Closing details.
272. Open cork of bottle of fine champagne!!