

The RE/MAX® Realtor's Critical Role in the Real Estate Transaction

Listing Appointment Presentation

1. Give seller an overview of current market conditions and projections.
2. Review agent's and company's credentials and accomplishments in the market.
3. Present company's profile and position or "niche" in the marketplace.
4. Present CMA results to seller, including comparables, solds, current listings and expireds.
5. Offer pricing strategy based on professional judgment and interpretation of current market conditions.
6. Discuss goals with seller to market effectively.
7. Explain market power and benefits of Multiple Listing Service.
8. Explain market power, IDX, and Realtor.ca, remax.ca, global.remax.com.
9. Explain the work the brokerage and agent do "behind the scenes" and agent's availability on weekends.
10. Explain agent's role in taking calls to screen for qualified buyers and protect seller from curiosity seekers.
11. Present and discuss strategic marketing plan.
12. Explain different agency relationships and determine seller's preference.
13. Review and explain all clauses in Listing Contract and Addendum and obtain seller's signature.
14. Explain the benefits of the RE/MAX Curbside Marketing Program

Once Property is Under Listing Agreement

1. Review current title information.
2. Measure interior room sizes.
3. Confirm lot size via owner's copy of certified survey, if available.
4. Note any and all unrecorded property lines, agreements, easements.
5. Obtain house plans, if applicable and available.
6. Review house plans and make copy.
7. Order plat map for retention in property's listing file.
8. Prepare showing instructions for buyers' agents and agree on showing time window with seller.
9. Obtain current mortgage loan(s) information: companies and loan account numbers.
10. Verify current loan information with lender(s).
11. Check assumability of loan(s) and any special requirements.
12. Discuss possible buyer financing alternatives and options with seller.
13. Review current appraisal, if available.
14. Identify property manager, if applicable.
15. Verify Condominium fees with manager: mandatory or optional and current annual fee.
16. Order copy of the status certificate.
17. Research electricity availability and supplier's name and phone number.
18. Calculate average utility usage from last 12 months of bills.
19. Research and verify city sewer/septic tank system.
20. Water system: calculate average water fees or rates from last 12 months of bills.
21. Well water: confirm well status, depth and output from well report.
22. Natural gas: research/verify availability and supplier's name and phone number.
23. Verify security system, current term of service and whether owned or leased.
24. Prepare detailed list of property amenities and assess market impact.
25. Prepare detailed list of property's "Inclusions and Conveyances with Sale."
26. Compile list of completed repairs and maintenance items.
27. Explain benefits of home owner warranty to seller.
28. Assist sellers with completion and submission of home owner warranty application.
29. When received, place home owner warranty in property file for conveyance at time of sale.
30. Have extra key made for lockbox.
31. Verify if property has rental units involved. And, if so:
 32. Make copies of all leases for retention in listing file.
 33. Verify all rents and deposits.
 34. Inform tenants of listing and discuss how showings will be handled.
35. Arrange for installation of yard sign.
36. Assist seller with completion of Seller's Disclosure form.
37. Review the RE/MAX Are You Fit To Sell Program with seller.
38. Review results of curb appeal assessment with seller and provide suggestions to improve salability.
39. Review results of interior décor assessment and suggest changes to shorten time on market.
40. Enroll your seller's listing in the RE/MAX Curbside Marketing Program.

Entering Property in Multiple Listing Service Database

1. Prepare MLS Profile Sheet - agent is responsible for "quality control" and accuracy of listing data.
2. Enter property data from profile sheet into MLS listing database.
3. Proofread MLS database listing for accuracy, including proper placement in mapping function.
4. Add property to company's active listings list.
5. Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form within 48 hours.
6. Take additional photos for upload into MLS and use in flyers. Discuss efficacy of panoramic photography.

Marketing the Listing

1. Create print and Internet ads with seller's input.
2. Coordinate showings with owners, tenants, and other Realtors®. Return all calls, weekends included.
3. Install lock box if authorized by owner and program with agreed-upon showing time windows.
4. Prepare mailing and contact list.
5. Generate mail-merge letters to contact list.
6. Order "Just Listed" labels and reports.
7. Create a Just Listed Integrated Feature Sheet using the Design Centre on BestAgent.ca.
8. Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability.
9. Prepare property marketing brochure for seller's review.
10. Arrange for printing or copying of supply of marketing brochures or flyers.
11. Place marketing brochures in all company agent mail boxes.
12. Upload listing to company and agent Internet site, if applicable.
13. Mail Out "Just Listed" notice to all neighbourhood residents.
14. Advise network referral program of listing.
15. Provide marketing data to buyers coming through international relocation networks.
16. Provide marketing data to buyers coming from referral network.
17. Provide "Special Feature" cards for marketing, if applicable.
18. Submit ads to company's participating Internet real estate sites.
19. Price changes conveyed promptly to all Internet groups.
20. Reprint/supply brochures promptly, as needed.
21. Feedback e-mails/faxes sent to buyers' agents after showings.
22. Review weekly Market Study.
23. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale.
24. Place regular weekly update calls to seller to discuss marketing and pricing.
25. Promptly enter price changes in MLS listing database.

The Offer and Contract

1. Receive and review all offer to purchase contracts submitted by buyers or buyers' agents.
2. Evaluate offer(s) and prepare a "net sheet" on each for the owner for comparison purposes.
3. Counsel seller on offers. Explain merits and weakness of each component of each offer.
4. Contact buyers' agents to review buyer's qualifications and discuss offer.
5. Fax/deliver Seller's Disclosure to buyer's agent or buyer upon request and prior to offer if possible.
6. Obtain pre-qualification letter on buyer from loan officer.
7. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date.
8. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
9. Fax copies of contract and all addendums to closing attorney.
10. When an Offer to Purchase Contract is accepted and signed by seller, deliver signed offer to buyer's agent.
11. Record and promptly deposit buyer's deposit into trust account.
12. Disseminate "Under-Contract Showing Restrictions" as seller requests.
13. Deliver copies of fully signed Offer to Purchase Contract to seller.
14. Fax/deliver copies of Offer to Purchase Contract to selling agent.
15. Fax copies of Offer to Purchase Contract to lender.
16. Provide copies of signed Offer to Purchase Contract for office file.
17. Advise seller in handling additional offers to purchase submitted between contract and closing.
18. Change status in MLS to "Sold Conditionally."
19. Review buyer's credit report results - advise seller of worst and best case scenarios.
20. Provide credit report information to seller if property will be seller-financed.
21. Assist buyer with obtaining financing, if applicable and follow-up as necessary.
22. Coordinate with lender.
23. Order septic system inspection, if applicable.
24. Receive and review septic system report and assess any possible impact on sale.
25. Deliver copy of septic system inspection report lender and buyer.
26. Deliver Well Flow Test Report copies to lender and buyer and property listing file.
27. Verify mold inspection ordered, if required.

Tracking the Loan Process

1. Confirm verifications of deposit and buyer's employment have been returned.
2. Follow loan processing through to the underwriter.
3. Contact lender to ensure processing is on track.
4. Relay final approval of buyer's loan application to seller.

Home Inspection

1. Coordinate buyer's professional home inspection with seller.
2. Review home inspector's report.
3. Ensure seller's compliance with Home Inspection Clause requirements.
4. Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs.
5. Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed.

The Appraisal

1. Schedule appraisal.
3. Follow-up on appraisal.
4. Assist seller in questioning appraisal report if it seems too low.

Closing Preparations and Duties

1. Contract is signed by all parties.
2. Coordinate closing process with buyer's agent and lender.
3. Update closing forms and files.
4. Ensure all parties have all forms and information needed to close the sale.
5. Confirm closing date and time and notify all parties.
6. Assist in solving any title problems (boundary disputes, easements, etc) or in obtaining death certificates.
7. Work with buyer's agent in scheduling and conducting buyer's final walk-thru prior to closing.
8. Forward closing documents to absentee seller, as requested.
9. Provide deposit cheque from trust account to closing agent.
10. Coordinate this closing with seller's next purchase and resolve any timing problems.
11. Refer sellers to one of the best agents at their destination, if applicable.
12. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc.

Follow-up After Closing

1. Answer questions about filing claims with Home Owner Warranty company, if requested.
2. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied.
3. Respond to any follow-up calls and provide any additional information required from office files.
4. Create a Just Sold brochure/post card using the Design Centre on BestAgent.ca.
5. Use the Canada Post Unaddressed Admail Program from BestAgent.ca to send out the sold notice



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