



132

THINGS

Maryland REALTORS®
can do for their clients

PRE-LISTING ACTIVITIES

- 1 Make appointment with seller for listing presentation, send a written letter or e-mail confirmation of appointment and call to confirm.
- 2 Review appointment questions.
- 3 Research “average days on market” for properties similar in type, price and location.
- 4 Download and review property tax information.
- 5 Prepare Estimated Sellers Net Sheet reflecting market conditions.
- 6 Verify legal names of owner(s) in county’s public property records.
- 7 Perform exterior “curb appeal assessment” of subject property.
- 8 Compile and assemble formal file on property.
- 9 Prepare listing presentation package with above materials.
- 10 Show sellers how to confirm current public schools and discuss potential impact on market value.
- 11 Review listing appointment checklist to ensure completion of all tasks.

LISTING APPOINTMENT PRESENTATION

- 12 Give seller an overview of current market conditions.
- 13 Review agent and company credentials and accomplishments.
- 14 Present company’s profile and position or “niche” in the marketplace.
- 15 Present Estimated Sellers Net Sheet reflecting market conditions (to give the Sellers an idea of their “bottom line”).
- 16 Offer professional pricing strategy based and interpretation of current market conditions.
- 17 Discuss goals to market effectively.
- 18 Explain the work the broker and agent do “behind the scenes” and agent’s availability on weekends and holidays.
- 19 Explain agent’s role in screening qualified buyers to protect against curiosity seekers, if appropriate.
- 20 Present and discuss strategic master marketing plan.
- 21 Explain different agency relationships and determine seller’s preference.
- 22 Review all clauses in listing contract and obtain all seller’s signature(s).

AFTER LISTING AGREEMENT IS SIGNED

- 23 Note any and all recorded property lines, agreements, easements, if provided by seller.
- 24 Obtain & review house plans, if applicable and available.
- 25 Ascertain need for lead-based paint disclosure.
- 26 Prepare showing instructions for buyers’ agents and agree on showing time with seller(s).
- 27 Ask seller to verify current loan information with lender(s).
- 28 Ask seller to check assumability of loan(s) and any special requirements.
- 29 Discuss possible buyer financing alternatives and options with seller.
- 30 Review current appraisal if available.
- 31 Identify Condominium or Homeowner Association manager(s), if applicable.
- 32 Discuss with seller the requirement to provide a Condominium or Homeowner’s Association Resale Package; discuss the timing of when the package may be ordered and the associated costs.
- 33 Assist seller in ordering, or order directly, the Condominium or Homeowner’s Association Resale Package.
- 34 Advise client to research/verify natural gas availability, supplier’s name and phone number.
- 35 Advise client to verify security system, term of service and whether owned or leased.
- 36 Advise client to verify terms of service for propane gas tanks, solar panels, or any other fixtures or personal property items that may convey, whether owned or leased, and whether such agreements are transferable.
- 37 Verify if seller has transferable Termite or Wood Destroying Insects Warranty.
- 38 Complete list of completed repairs and maintenance items.
- 39 Advise client to complete “Vacancy Checklist” if property is vacant.
- 40 Explain what a home warranty is, the different types of coverage that may be available, and the potential benefits of having a home warranty in place during the listing period.
- 41 If seller chooses to purchase a home warranty, advise seller to submit home warranty application or assist seller in submitting the application.
- 42 When received, place home warranty documentation in property file for possible transfer to buyer at time of sale.
- 43 Have extra key made for lockbox.
- 44 Make copies of all leases for retention in listing file. Request copies of rental housing registration(s), if required under local law.
- 45 Verify all rents and deposits.
- 46 Inform tenants of listing and discuss how showings will be handled. Provide any notices to tenants that may be required by local law.
- 47 Arrange for yard sign installation.
- 48 Complete “New Listing Checklist.”
- 49 Review results of Curb Appeal & Interior Décor Assessment with seller and suggest improvements for salability.

ENTERING PROPERTY IN MLS DATABASE

- 50 Prepare MLS Profile Sheet—agent is responsible for “quality control” and accuracy of listing data.
- 51 Enter property data from Profile Sheet into MLS listing database.
- 52 Proofread MLS database listing for accuracy, including property placement in mapping function.
- 53 Add property to company’s Active Listings.
- 54 Provide seller with signed copies of Listing Agreement and MLS Profile Data Form.
- 55 Take additional photos for upload into MLS and use in flyers.

MARKETING THE LISTING

- 56 Create print and online ads with seller’s input.
- 57 Coordinate showings, broker’s opens and open houses with owners, tenants and other agents. Promptly return all calls—weekends included.
- 58 Install lockbox. Program with agreed-upon showing time windows.
- 59 Prepare mail/email and contact list.
- 60 Generate emails/letters to contact list.
- 61 Order “Just Listed” labels and reports.
- 62 Prepare flyers and feedback forms.

- 63** Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability.
- 64** Place marketing brochures in all company agent mailboxes.
- 65** Upload listing to company and agent websites, if applicable.
- 66** Mail "Just Listed" postcard to all neighborhood residents, if agreed to as part of marketing plan.
- 67** Advise Network Referral Program of listing.
- 68** Provide marketing data to buyers from relocation networks.
- 69** Provide "Special Feature" postcards for marketing, if applicable.
- 70** Submit ads to company's participating Internet real estate sites, if applicable.
- 71** Reprint/supply brochures promptly, as needed.
- 72** Review and update property information in MLS, as required.
- 73** Send feedback e-mails to buyers' agents after showings; follow up if feedback not received.
- 74** Review weekly Market Study.
- 75** Discuss feedback from showing agents with seller to determine if changes will accelerate the sale.
- 76** Place regular weekly update calls to seller to discuss marketing and pricing.
- 77** Promptly enter price changes in MLS listings database.

THE OFFER AND THE CONTRACT

- 78** Receive and review all offers submitted by buyers or buyers' agents.
- 79** Evaluate offer(s) and prepare "net sheet" on each for owner to compare.
- 80** Present all offers to seller in full and in writing. Explain strengths and weakness of each component of each offer to assist seller in making a decision.
- 81** Contact buyers' agent to review buyer's qualifications and discuss offer.
- 82** Email/deliver Seller's Disclosure to buyer's agent or buyer upon request and prior to offer, if possible.
- 83** Prepare and deliver any counteroffers, acceptance or amendments to buyer's agent.
- 84** When offer is accepted and signed by seller, deliver the contract to buyer's agent.
- 85** Make sure contract is signed by all parties.
- 86** Email copies of contract and all addenda to closing attorney or title company.
- 87** Record and promptly deposit buyer's earnest money deposit into escrow account.
- 88** Disseminate "Under-Contract Showing Restrictions" as seller requests.
- 89** Deliver copies of fully signed contract to sellers.
- 90** Email/deliver copies of contract to lender, if necessary.
- 91** Provide copies of signed contract for office file.
- 92** Advise seller about options contained in listing agreement about handling additional offers to purchase submitted between contract and closing.
- 93** Change MLS status to reflect current status.
- 94** Provide credit report information to seller or provide seller with information on how to obtain credit report information if the property is to be seller financed.

AS A BUYER'S AGENT

- 95** Assist buyer with obtaining financing, if necessary; follow up with buyer and lender, if appropriate, to ensure transaction is progressing as planned.
- 96** Coordinate with lender on discount points being locked in with dates to ensure compliance with timeframes established in Contract.
- 97** Deliver to buyer any unrecorded property information provided by seller or listing agent.
- 98** Discuss possible need for septic/well inspection, if applicable.
- 99** Receive and review septic system report, discuss with buyer, and access any impact on sale.

TRACKING THE LOAN PROCESS

- 100** Confirm return of verifications of deposit and buyer's employment.
- 101** Follow loan processing through to the underwriter.
- 102** Add lender and other vendors to transaction management program so agents, buyer and seller can track progress of sale.
- 103** Maintain regular contact with lender to ensure processing is on track.
- 104** Relay final approval of buyer's loan application to listing agent.

HOME OR OTHER INSPECTIONS

- 105** Coordinate buyer's professional home inspection or other agreed upon inspections with seller, if applicable.
- 106** Review home or other inspector's report, discuss with buyer, make any requests for repair consistent with home inspection addendum.
- 107** Ensure seller's compliance with home inspection addendum requirements.
- 108** Consistent with State law, confirm Contractor's license is in good standing with appropriate governing bodies, if recommending a contractor to clients for required repairs.
- 109** Confirm with seller the completion of all required repairs, if needed.

THE APPRAISAL

- 110** Provide comparable sales used in market pricing to appraiser.
- 111** Follow up on appraisal.

CLOSING PREPARATIONS AND DUTIES

- 112** Coordinate closing process with buyer's agent and lender.
- 113** Update closing forms and files.
- 114** Ensure all parties have all forms and information needed to close the sale.
- 115** Confirm buyer has chosen location for closing.
- 116** Confirm closing date and time and notify all parties.
- 117** Work with buyer's agent in scheduling and conducting buyer's final walkthrough prior to closing.
- 118** Request final closing figures from closing agent (attorney or title company).
- 119** Receive and carefully review Closing Disclosure/Settlement Statement to ensure accuracy and compliance with terms of the Contract.
- 120** Request copy of closing documents from closing agent.
- 121** Confirm the buyer and buyer's agent received title insurance commitment.
- 122** Provide "Home Owners Warranty" for availability at closing.
- 123** Assist title company by forwarding closing documents to absentee seller, if appropriate.
- 124** Have client review documents with closing agent (attorney).
- 125** Provide earnest money deposit from escrow account to closing agent (attorney).
- 126** Advise Seller to bring all keys (doors, mailbox, shed), remotes/garage openers, checkbook, etc. to closing.
- 127** Have a "no surprises" closing so that seller receives a net proceeds check or has net proceeds wired at closing.
- 128** Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.

FOLLOW UP AFTER CLOSING

- 129** Respond to any follow-up calls or emails and provide any additional information required from office files.
- 130** Order wood post sign down, collect riders and remove lockbox.
- 131** Scan in executed Closing Disclosure/Settlement Statement and send to client at the new year as a courtesy for tax purposes.
- 132** **Help buyer or seller purchase their next property!**