



CB GOLDWELL BANKER DANN HARPER, REALTORS®

WHAT DOES A REALTOR® DO?

180 THINGS THAT REAL ESTATE AGENTS DO

LISTING AGENT	BUYERS AGENT
<p align="center">PRE-LISTING</p>	<p align="center">PRE-HOME SEARCH</p>
<ol style="list-style-type: none"> 1. Prepare Listing Presentation for Sellers 2. Research Sellers Property Tax Info 3. Research Comparable Sold Properties for Sellers 4. Determine Average Days on Market 5. Gather Info From Sellers About Their Home 6. Meet With Sellers at Their Home 7. Get To Know Their Home 8. Present Listing Presentation 9. Advise on Repairs and/or Upgrades 10. Provide Home Seller To-Do Checklist 11. Explain Current Market Conditions 12. Discuss Seller's Goals 13. Share Your Value Proposition 14. Explain Benefits of Your Brokerage 15. Present Your Marketing Options 16. Explain Video Marketing Strategies 17. Demonstrate 3D Tour Marketing 18. Explain Buyer & Seller Agency Relationships 19. Describe the Buyer Pre-Screening Process 20. Create Internal File for Transaction 21. Get Listing Agreement & Disclosures Signed 22. Provide Sellers Disclosure Form to Sellers 23. Verify Interior Room Sizes 	<ol style="list-style-type: none"> 1. Schedule Time To Meet Buyers 2. Prepare Buyers Guide & Presentation 3. Meet Buyers and Discuss Their Goals 4. Explain Buyer & Seller Agency Relationships 5. Discuss Different Types of Financing Options 6. Help Buyers Find a Mortgage Lender 7. Obtain Pre-Approval Letter from Their Lender 8. Explain What You Do For Buyers As A REALTOR® 9. Provide Overview of Current Market Conditions 10. Explain Your Company's Value to Buyers 11. Discuss Earnest Money Deposits 12. Explain Home Inspection Process 13. Educate Buyers About Local Neighborhoods 14. Discuss Foreclosures & Short Sales 15. Gather Needs & Wants Of Their Next Home 16. Explain School Districts affect on Home Values 17. Explain Recording Devices During Showings 18. Learn All Buyer Goals & Make A Plan 19. Create Internal File for Buyers Records 20. Send Buyers Homes Within Their Criteria 21. Start Showing Buyers Home that They Request
<p align="center">LISTING</p> <ol style="list-style-type: none"> 24. Obtain Current Mortgage Loan Info 25. Confirm Lot Size from County Tax Records 26. Investigate Any Unrecorded Property Easements 27. Establish Showing Instructions for Buyers 28. Agree on Showing Times with Sellers 29. Discuss Different Types of Buyer Financing 30. Explain Appraisal Process and Pitfalls 31. Verify Home Owners Association Fees 32. Obtain a Copy of HOA Bylaws 33. Gather Transferable Warranties 	<p align="center">HOME SEARCH</p> <ol style="list-style-type: none"> 22. Schedule & Organize All Showings 23. Gather Showing Instructions for Each Listing 24. Send Showing Schedule to Buyers 25. Show Up Early and Prepare First Showing 26. Look For Possible Repair Issues While Showing 27. Gather Buyer Feedback After Each Showing 28. Update Buyers When New Homes Hit the Market 29. Share Knowledge & Insight About Homes 30. Guide Buyers Through Their Emotional Journey 31. Listen & Learn from Buyers at Each Showing

LISTING AGENT

VS

BUYERS AGENT

LISTING CONTINUED

34. Determine Need for Lead-Based Paint Disclosure
35. Verify Security System Ownership
36. Discuss Video Recording Devices & Showings
37. Determine Property Inclusions & Exclusions
38. Agree on Repairs to be Made Before Listing
39. Schedule Staging Consultation
40. Schedule House Cleaners
41. Install Electronic Lockbox & Yard Sign
42. Set-Up Photo/Video Shoot
43. Meet Photographer at Property
44. Prepare Home For Photographer
45. Schedule Drone & 3D Tour Shoot
46. Get Seller's Approval of All Marketing Materials
47. Input Properly Listing Into The MLS
48. Create Virtual Tour Page
49. Verify Listing Data on 3rd Party Websites
50. Have Listing Proofread
51. Create Property Flyer
52. Have Extra Keys Made for Lockbox
53. Set-Up Showing Services
54. Help Owners Coordinate Showings
55. Gather Feedback After Each Showing
56. Keep track of Showing Activity
57. Update MLS Listing as Needed
58. Schedule Weekly Update Calls with Seller
59. Prepare "Net Sheet" For All Offers
60. Present All Offers to Seller
61. Obtain Pre-Approval Letter from Buyer's Agent
62. Examine & Verify Buyer's Qualifications
63. Examine & Verify Buyer's Lender
64. Negotiate All Offers
65. Once Under Contract. Send to Title Company
66. Check Buyer's Agent has Received Copies
67. Change Property Status in MLS
68. Deliver Copies of Contract/Addendum to Seller
69. Keep Track of Copies for Office File
70. Coordinate Inspections with Sellers
71. Explain Buyer's Inspection Objections to Sellers
72. Determine Seller's Inspection Resolution
73. Get All Repair Agreements in Writing
74. Refer Trustworthy Contractors to Sellers
75. Meet Appraiser at the Property
76. Negotiate Any Unsatisfactory Appraisals
77. Confirm that Buyer Financing is Finalized
78. Coordinate Closing Times & Location

LISTING CONTINUED

79. Verify that Title Company Has All Documents
80. Remind Sellers to Transfer Utilities
81. Make Sure all Parties are Notified of Closing Time
82. Resolve any Title Issues Before Closing
83. Receive and Carefully Review Closing Docs
84. Review Closing Figures with Seller
85. Confirm That All Repairs Have Been Made
86. Resolve any Last Minute Issues
87. Attend Seller's Closing
88. Pick Up Sign & Lock Box
89. Change Status in MLS to "Sold"
90. Close out Seller's File with Brokerage

HOME SEARCH CONTINUED

32. Keep Records of all Showings
33. Update Listing Agents with Buyer's Feedback
34. Discuss Home Owner's Associations
35. Estimate Expected Utility Usage Costs
36. Confirm Water Source and Status
37. Discuss Transferable Warranties
38. Explain Property Appraisal Process
39. Discuss Multiple Offer Situations
40. Create Practice Offer to Help Buyers Prepare
41. Provide Updated Housing Market Data to Buyers
42. Inform Buyers of their Showing Activity Weekly
43. Update Buyers on any Price Drops
44. Discuss MLS Data with Buyers at Showings
45. Find the Right Home for Buyers
46. Determine Property Inclusions & Exclusions
47. Prepare Sales Contract when Buyers are Ready
48. Educate Buyer's on Sales Contract Options
49. Determine Need for Lead-Based Paint Disclosure
50. Explain Home Warranty Options
51. Update Buyer's Pre-Approval Letter
52. Discuss Loan Objection Deadlines
53. Choose a Closing Date
54. Verify Listing Data is Correct
55. Review Comps with Buyers to Determine Value
56. Prepare & Submit Buyer's Offer to Listing Agent
57. Negotiate Buyer's Offer With Listing Agent
58. Execute a Sales Contract & Disclosures

POST-CONTRACT

59. Once Under Contract, Send to Title Company
60. Coordinate Earnest Money Drop Off
61. Deliver Copies to Mortgage Lender
62. Obtain Copy of Sellers Disclosure for Buyers
63. Deliver Copies of Contract/Addendum to Buyers
64. Obtain a Copy of HOA Bylaws
65. Keep Track of Copies for Office File
66. Coordinate Inspections with Buyers
67. Meet Inspector at The Property
68. Review Home Inspection with Buyers
69. Negotiate Inspection Objections
70. Get all Agreed Upon Repair Items in Writing
71. Verify any Existing Lease Agreements
72. Check in with Lender to Verify Loan Status
73. Check on the Appraisal Date
74. Negotiate any Unsatisfactory Appraisals
75. Coordinate Closing Times & Location
76. Make Sure All Documents are Fully Signed
77. Verify Title Company has Everything Needed
78. Remind Buyers to Schedule Utilities
79. Make Sure all Parties are Notified of Closing Time
80. Solve any Title Problems Before Closing
81. Receive and Review Closing Documents
82. Review Closing Figures With Buyers
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