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SELLERS WANT TO KNOW WHAT SERVICES WILL WE PROVIDE FOR OUR 5% FEE?

HERE'S A PARTIAL LIST,..

Pre-Listing Activities

1. Make appointment with seller for listing presentation
2. Send seller a written or e-mail confirmation of listing appointment and call to confirm
3. Review pre-appointment questions
4. Research all comparable currently listed properties
5. Research sales activity for past 12 months from MLS and public records databases
6. Research "Average Days on Market" for this property of this type, price range and location
7. Download and review property tax card information
8. Prepare "Comparable Market Analysis" (CMA) to establish fair market value
9. Obtain copy of subdivision plat/floor plan lay-out
10. Research property's ownership, deed type & recorded liens
11. Research property's public record information for lot size & dimensions
12. Research and verify legal description
13. Research property's land use coding and deed restrictions
14. Research property's current use and zoning
15. Verify legal names of owner(s) in county's public property records
16. Prepare listing presentation package with above materials & take initial photo's
17. Perform exterior "Curb Appeal Assessment" of subject property
18. Compile and assemble formal file on property
19. Confirm current public schools and explain impact of schools on market value
20. Review listing appointment checklist to ensure all steps and actions have been completed

Listing Appointment Presentation

21. Give seller an overview of current market conditions and projections
22. Review agent's and company's credentials and accomplishments in the market
23. Present company's profile and position or "niche" in the marketplace
24. Present **CMA** Results to Seller, including Comparables, Solds, Current Listings & Expireds
25. Offer pricing strategy based on professional judgment and interpretation of current market conditions
26. Discuss Goals With Seller To Market Effectively and periodically report back to seller on progress
27. Explain market power and benefits of Multiple Listing Service
28. Explain market power of web marketing, (their listing will be posted on over 22 different web sites)
29. Explain the work the brokerage and agent do "behind the scenes" and agent's availability after normal hours
30. Explain agent's role in taking calls to screen for qualified buyers and protect seller from curiosity seekers
31. Present and discuss strategic master marketing plan - be sure to review **LIABILITY EXPOSURE**
32. Explain different agency relationships and determine seller's preference
33. Review and explain all clauses in Listing Contract & Addendum and obtain seller's signature

Once Property is Under Listing Agreement

34. Review current property information to insure accuracy
35. Verify overall 'liveable' square footage - back up with tax card stat's
36. Verify any room additions or amenities not reported on tax card
37. Confirm lot size via owner's copy of certified survey, if available
38. Try to note any and all unrecorded property lines, agreements, easements
39. Obtain house plans, if applicable and available, aerials and surveys
40. Review public records, recorded mortgages, liens, leases any and all legal documents

41. Order plat map for retention in property's listing file if available
42. Prepare showing instructions for buyers' agents and agree on showing time window with seller
43. Obtain current mortgage information & if distressed sale check on short-sale possibilities with Lender
44. Verify current loan information with lender(s)
45. Check assumability of loan(s) and any special requirements
46. Discuss possible buyer financing alternatives and options with seller
47. Review current appraisal if seller had one recently and make available with permission
48. Status & review of recent neighborhood sales
49. Any hidden liens, street, curb or gutter assessments – follow up with City Engineering
50. Order copy of subdivision restrictions & covenants, if applicable
51. Research utilities availability and supplier's name and phone number
52. Calculate or obtain average utility usage from last 12 months of bills (ask for verification or copies)
53. Research and verify city sewer/septic tank system location if located in country
54. Water System: Calculate average water fees or rates from last 12 months of bills
55. Well Water: Confirm well status, depth and output from Well Report
56. Natural Gas: Research/verify availability and supplier's name and phone number
57. Any property discrepancies, encroachments, utility or highway easements
58. Verify if seller has transferable Termite Protection Plan
59. Ascertain need for lead-based paint disclosure
60. Prepare detailed list of property amenities and assess market impact
61. Prepare detailed list of property's "Inclusions & Conveyances with Sale"
62. Compile list of completed repairs and maintenance items
63. Send "Vacancy Checklist" to seller if property is vacant
64. Explain benefits of Home Owner Warranty to seller (Voluntary)
65. Assist sellers with completion and submission of Home Owner Warranty Application
66. When received, place Home Owner Warranty in property file for conveyance at time of sale
67. Have extra key made for lockbox
68. Verify if property has 'special needs' or restrictions, i.e., handicap accessible, # steps, wheel chair width
69. Make copies of all owner provided material and maintain 'back-up' copy in listing file
70. Verify all rents & deposits if rental
71. Inform tenants of listing and discuss how showings will be handled
72. Arrange for installation of yard sign
73. Assist seller with completion of Seller's Disclosure form
74. New Listing Checklist Completed
75. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
76. Review results of Interior Décor Assessment and suggest changes to shorten time on market
77. Entering Property into Multiple Listing Service Database (now available to anywhere in the world)
78. Prepare MLS Profile Sheet -- Agents is responsible for "quality control" and accuracy of listing data
79. Enter property data from Profile Sheet into transaction management software program
80. Proof read MLS database listing for accuracy - including proper placement and mapping function
81. Add property to company's Active Listings list
82. Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form within 48 hours
83. Take additional photos for upload into MLS and use in flyers. Place disclosures & info. sheets on property.

Marketing the Listing

84. Create print and Internet ads with seller's input
85. Coordinate showings with owners, tenants, and other Realtors®. Return all calls – weekends included
86. Install lock box if authorized by owner. Program with agreed-upon showing time windows
87. Prepare mailing and contact list
88. Generate mail-merge letters to contact list
89. Distribute, email or mail "Just Listed" information sheets to area neighborhood and prospects in database
90. Prepare flyers & feedback forms, showing reports
91. Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability. Share with property owner
92. Prepare property marketing brochure for seller's review
93. Arrange for printing or copying of supply of marketing brochures or fliers
94. Place marketing brochures on-line with write-up
95. Upload listing to auglaizerealestate.com website with 12-20 photo's of property
96. Mail Out "Just Listed" notice to all neighborhood residents
97. Advise Network Referral Program of listing
98. Provide marketing material & property information to active buyers in database
99. Provide marketing data to buyers who have registered at Open Houses, where appropriate

- 100. Provide "Special Feature" cards for marketing, if applicable
- 101. Submit ads to newspaper & upload to participating Internet real estate more than 22 sites (zillow, craigslist, cyberhomes, google, homes.com)
- 102. Price changes conveyed promptly to all Internet sites that post listing
- 103. Reprint/supply brochures promptly as needed
- 104. Property information reviewed and updated in MLS as required
- 105. Feedback e-mails/faxes sent to buyers' agents after showings and forwarded to seller
- 106. Review weekly Marketing Plan for compliance and/or revamping
- 107. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
- 108. Place regular weekly update calls to seller to discuss marketing & pricing unless seller requests less frequent
- 109. Promptly enter price changes in MLS listing database

The Offer and Contract

- 110. Receive and review all Offers to Purchase contracts submitted by buyers or buyers' agents.
- 111. Evaluate offer(s) and prepare a "net sheet" on each for the owner for comparison purposes
- 112. Counsel seller on offers. Explain merits and weakness of each component of each offer
- 113. Contact buyers' agents to review or verify buyer's qualifications and discuss offer
- 114. Fax/deliver Seller's Disclosure to buyer's agent or buyer upon request and prior to offer if possible
- 115. Confirm buyer is pre-qualified by calling Loan Officer if there is any question
- 116. Obtain pre-qualification letter on buyer from Loan Officer or his/her agent
- 117. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date
- 118. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
- 119. Fax copies of contract and all addendums to closing attorney or title company
- 120. When Offer to Purchase Contract is accepted and signed by seller, deliver to buyer's agent
- 121. Record and promptly deposit buyer's earnest money in escrow account.
- 122. Disseminate "Under-Contract Showing Restrictions" as seller requests
- 123. Deliver copies of fully signed Offer to Purchase contract to seller
- 124. Fax/deliver copies of Offer to Purchase contract to Selling Agent
- 125. Fax copies of Offer to Purchase contract to lender
- 126. Provide copies of signed Offer to Purchase contract for office file
- 127. Advise seller in handling additional offers to purchase submitted between contract and closing
- 128. Change status in MLS to "Sale Pending" unless this would be adverse to sellers best interests
- 129. Update transaction to show "Sale Pending"
- 130. Review buyer's credit report results -- Advise seller of worst and best case scenarios
- 131. Provide credit report information to seller if property will be seller-financed
- 132. Assist buyer with obtaining financing, if applicable and follow-up as necessary
- 133. Coordinate with lender
- 134. Deliver unrecorded property information to buyer
- 135. Order septic system inspection, if required or requested
- 136. Receive and review septic system report and assess any possible impact on sale
- 137. Deliver copy of septic system inspection report to seller, lender & buyer
- 138. Deliver Well Flow Test Report copies to seller, lender & buyer and property listing file
- 139. Verify termite inspection ordered if required
- 140. Verify mold inspection ordered, if required

Tracking the Loan Process

- 141. Confirm Verifications Of Deposit & Buyer's Employment Have Been Returned
- 142. Follow Loan Processing Through To The Underwriter
- 143. Add lender & other vendors to transaction management program so agents, seller can track progress of sale
- 144. Contact lender weekly to ensure processing is on track
- 145. Relay final approval of buyer's loan application to seller

Home Inspection

- 146. Coordinate buyer's professional home inspection with seller
- 147. Review home inspector's report
- 148. Respond to Home Inspection issues and assist in follow through of any contract commitments
- 149. Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract
- 150. Ensure seller's compliance with Home Inspection Clause requirements

- 151. Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
- 152. Negotiate payment and oversee completion of all required repairs on seller's behalf, if directed

The Appraisal

- 153. Schedule Appraisal
- 154. Provide comparable sales used in market pricing to Appraiser upon request
- 155. Follow-Up On Appraisal with Lender
- 156. Enter completion into transaction management program
- 157. Assist seller in questioning appraisal report if it is too low

Closing Preparations and Duties

- 158. Contract Is Signed By All Parties
- 159. Coordinate closing process with buyer's agent and lender
- 160. Update closing forms & files
- 161. Ensure all parties have all forms and information needed to close the sale
- 162. Select location where closing will be held
- 163. Confirm closing date and time and notify all parties
- 164. Assist in solving any title problems (boundary disputes, easements, etc) or in obtaining Death Certificates
- 165. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing
- 166. Research all tax, HOA, utility and other applicable prorations
- 167. Request final closing figures from closing agent (attorney or title company)
- 168. Receive & carefully review closing figures to ensure accuracy of preparation
- 169. Forward verified closing figures to buyer's agent
- 170. Request copy of closing documents from closing agent
- 171. Confirm buyer and buyer's agent have received title insurance commitment
- 172. Provide "Home Owners Warranty" for availability at closing
- 173. Forward closing documents to absentee seller as requested
- 174. Provide earnest money deposit check from escrow account to closing agent
- 175. Coordinate this closing with seller's next purchase and resolve any timing problems
- 176. Have a "no surprises" closing so that seller receives a net proceeds check at closing
- 177. Refer sellers to one of the best agents at their destination, if applicable
- 178. Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
- 179. Close out listing in transaction management program

Follow Up After Closing

- 180. Answer questions about filing claims with Home Owner Warranty company if requested
- 181. Attempt to clarify and resolve any conflicts about repairs that were suppose to be addressed in contract
- 182. Pull real estate sign within 5-7 days of closing
- 183. Welcome new owner to the neighborhood by notifying neighbors of new neighbor
- 184. Respond to any follow-up calls and provide any additional information required from office files.
- 185. Close out file and maintain for 7 years in preparation for Dept. of Commerce (State) audit



**We do all of this and MORE, and still only charge 5%
when your House SELLS!**