

WHAT DOES MY BROKER DO

As a seller, it's essential to understand the extensive range of tasks and responsibilities your listing agent undertakes on your behalf during the real estate transaction process. From the initial meeting at your home to the final steps of closing the sale, your agent is deeply involved in every aspect of the transaction. This involves meticulous planning, detailed market research, strategic marketing, skillful negotiation, and constant communication to ensure your property not only reaches potential buyers but also achieves the best possible outcome in terms of sale price and terms. Below is a comprehensive list that outlines many of the steps your agent takes throughout this journey. This list serves to provide transparency and insight into the diligent work performed behind the scenes, ensuring that your experience as a seller is as smooth and successful as possible.

1. Meet with Sellers at Their Home
2. Gather Info from Sellers About Their Home
3. Research Sellers Property Tax Info
4. Research Comparable Sold Properties for Sellers
5. Determine Average Days on the Market
6. Explain Current Market Conditions
7. Prepare Listing Presentation for Sellers
8. Explain Buyer & Seller Agency Relationships
9. Advise on Repairs and/or Upgrades
10. Provide Home Seller To-Do Checklist
11. Determine Property Inclusions & Exclusions
12. Agree on Repairs to Be Made Before Listing
13. Schedule Staging Consultation
14. Schedule House Cleaners
15. Present Your Marketing Options
16. Create an Internal File for Transaction
17. Obtain Current Mortgage Loan Info
18. Confirm Lot Size from County Tax Records
19. Verify Homeowners Association Fees
20. Obtain a Copy of HOA Bylaws
21. Gather Transferable Warranties
22. Determine Need for Lead-Based Paint Disclosure
23. Verify Security System Ownership
24. Discuss Video Recording Devices & Showings
25. Get Listing Agreement & Disclosures Signed
26. Provide Sellers Disclosure Form to Sellers
27. Establish Showing Instructions for Buyers
28. Agree on Showing Times with Sellers
29. Discuss Different Types of Buyer Financing
30. Explain the Appraisal Process and Pitfalls
31. Install Electronic Lockbox & Yard Sign
32. Set-Up Photo/Video Shoot
33. Meet the Photographer at the Property
34. Prepare the Home for the Photographer
35. Input Property Listing into The MLS
36. Create a Virtual Tour Page
37. Verify Listing Data on 3rd Party Websites
38. Create Property Flyer
39. Have Extra Keys Made for the Lockbox
40. Set-Up Showing Services
41. Coordinate Showings
42. Gather Feedback After Each Showing
43. Keep track of Showing Activity
44. Update MLS Listing as Needed
45. Schedule Weekly Update Calls with Seller
46. Present All Offers to Seller
47. Obtain a Pre-Approval Letter from the Buyer's Agent
48. Examine and verify the Buyer's Qualifications
49. Examine and verify the Buyer's Lender
50. Negotiate All Offers
51. Once Under Contract, Send to the Title Company
52. Check Buyer's Agent Has Received Copies
53. Change Property Status in MLS
54. Deliver Copies of the Contact/Addendum to the Seller
55. Keep Track of Copies for Office File
56. Coordinate Inspections with Sellers
57. Explain the Buyer's Inspection Objections to Sellers
58. Determine Seller's Inspection Resolution
59. Get All Repair Agreements in Writing
60. Refer Trustworthy Contractors to Sellers
61. Meet the Appraiser at the Property (as required)
62. Negotiate Any Unsatisfactory Appraisals
63. Confirm Clear-to-Close
64. Coordinate Closing Times & Location
65. Verify Title Company Has All Docs
66. Remind Sellers to Transfer Utilities
67. Make Sure All Parties Are Notified of Closing Time
68. Resolve Any Title Issues Before Closing
69. Receive and Carefully Review Closing Docs
70. Review Closing Figures with Seller
71. Confirm Repairs Have Been Made
72. Resolve Any Last-Minute Issues
73. Pick Up Sign & Lock Box
74. Change Status in MLS to "Sold."
75. Close Out the Seller's File with the Brokerage