

These are activities shown to be effective in marketing a home for the best possible price and guiding the transaction to a successful closing. You may want to find out which of the following will be performed by the real estate agent you are considering hiring.

Will The Agent....

- Prepare a custom marketing plan to help give your home exposure to the largest possible pool of buyers.
- Aggressively market the property as Coming Soon before it ever hits the market.
- Install “For Sale” sign in front of property, as permitted.
- Call past customers who may be interested in your home.
- Hold a Neighbors Open House & enlist the neighbors help in getting the home sold.
- Prepare for and promote regular public Open Houses.
- Actively outreach to the neighbors and ask them to help spread the word.
- Get school and community information for display at Open House.
- Conduct Open House and have attendees sign Guest Register.
- Follow up with buyers who attend Open House.
- Promote your home at weekly office sales meetings and through established Realtor networks.
- Get feedback from other brokers who show your home.
- Prepare handouts with photos/features of your home to give buyers and passerby’s.
- Send flyers and emails to Realtors working with buyers in that price range.
- Send handouts to brokers working with buyers in that price range.
- Send Just Listed cards to local area.
- Call other agents working with buyers looking for a home like yours.
- Stay abreast of pricing in your community and let you know of any changes.
- Deliver executed documents to appropriate parties.
- Confirm deposit of initial earnest money deposit.
- Confirm existence of bank/special accounts (especially important in all cash offers).
- Inform seller of significant events as they occur.
- Confirm with selling Realtor the completion of mortgage application (if applicable); obtain name/phone of lender/mortgage loan representative for follow-up.
- Confirm with selling Realtor the dates/times of termite inspection, home inspection, etc.
- Help assist you in obtaining repair estimates, if applicable.
- Assist you in negotiating responsibility for any repair issues with buyer.
- Confirm deposit of additional earnest money deposits, as applicable.
- Periodically contact mortgage representative to confirm status of mortgage loan.
- Meet appraiser at property; provide copy of listing and copies of recent comparable sales/listings.
- Confirm appraisal is adequate and inform you accordingly.
- Confirm that all contingencies of sale have been satisfied.
- Confirm receipt of written mortgage commitment and follow through on any “subject to” items.
- Arrange any inspections necessary for title preparation.
- Confirm ordering of title work and obtain name/phone of title company.
- Confirm completion of any agreed to repairs and forward copies of work receipts to closing parties.
- Confirm time, date and location of closing and inform you accordingly.
- Confirm deposit monies ordered for closing and verify if certification is required.
- Ascertain your receipt of final closing costs.
- Schedule with you and buyer the date/time for final walk-through.
- Find out walk-through results in advance of closing and help resolve any issues prior to closing.
- Remove lock box and verify location of keys, garage door openers and warranty document.
- Attend closings/settlement and bring all applicable files/documentation, keys and garage door openers on behalf of seller if available to attend