



SELLER SERVICES



Initial Research & Consult:

- Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout.
- Research property's ownership and deed type
- Research property's public record information for lot size & dimensions.
- Research and verify legal description.
- Research property's land use coding and deed restrictions.
- Research property's current use and zoning
- Verify legal name(s) of owner(s) in county's public property records.
- Research sales activity for past 1-18 months from MLS and public records databases.
- Research "Average Days on Market" for property of this type, price range, and location.
- Research competitive properties that are currently active on the market.
- Research competitive properties that have been withdrawn.
- Research competitive properties that are currently under contract.
- Research expired properties (properties that did not sell during their time on the market).
- Research competitive properties that have sold in the past six months.
- Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
- Research the previous sales activity (if any) on your home.
- Download and review property tax roll information
- Prepare "Comparable Market Analysis" (CMA) to establish fair market value
- Obtain and verify accurate methods of contacting you.
- Gather information to help assess your needs.
- Review current title information.
- Collect info on room descriptions and upgrades to home.
- Confirm lot size using your copy of certified survey, if available.
- Obtain copy of floor and pool plans, if available
- Review current appraisal, if available.

- Identify Homeowner Association manager, if applicable.
- Verify Homeowner Association fees, if applicable.
- Verify security system, current term of service and whether owned or leased.
- Ascertain need for lead-based paint disclosure.
- Verify if property has rental units involved; if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled.
- Compile list of repairs and maintenance items.
- Prepare showing instructions for buyers' agents and agree on showing time window with you.
- Assess your timing.
- Assess your motivation.
- Assess your immediate concerns.
- Ask you questions about the property and yourselves to learn how to better serve you and provide helpful information if needed.
- Discuss your purchase plans and determine how I can assist you in your next purchase (local, new home construction, investment, or relocation) or if I can research and find a qualified agent to assist you in your new location.
- Determine how quickly you need to move.
- Obtain information that will help to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house? What other features of your home make it attractive to buyers? What do you think the home is worth? How much do you owe?
- Ask you to gather home information: deed, current tax bill, copy of a survey, title policy, etc.
- Obtain one set of keys which will be inserted in the lockbox.
- Perform Interior Décor Assessment.
- Review results of Interior Décor Assessment and suggest changes to shorten time on market.
- Perform exterior "Curb Appeal Assessment" of subject property.
- Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability.
- Give you an overview of current market conditions and projections.
- Provide Home Audit to discuss constructive changes to your home to make it more appealing, and help it generate the highest price from an interested buyer.
- Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, blinds, pets, etc)
- Review and explain all clauses in Listing Agreement and addendums.
- Enter your info in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property.
- Present Comparable Market Analysis (CMA) Results to you.
- Offer pricing strategy based on professional judgment and interpretation of current market conditions.
- Assist you in strategically pricing home to enable it to show up on more MLS Searches.
- Discuss goals with you to market effectively.
- Discuss and present strategic master marketing plan.



Marketing Your Home

- Explore method of pricing your property to bring the most buyers to your property quickly and encourage multiple offers.
- Explore the option of marketing your home with an incentive of buying down points on the buyers' loan; potential results are: you retain a higher agreed upon price (which results in more proceeds to you) and the buyer saves on monthly payments and a tax credit.
- Prepare an equity analysis to show you expenses, closing costs and net proceeds.
- Explain the use of the Seller's Property Disclosure Statement you will complete, and that will be presented to the buyer of your home. This will help you avoid setbacks and preserve your legal rights.
- Take full color professional photographs of the inside and outside of your home for marketing flyers, advertisements and online marketing efforts.
- Set up Home Warranty, if you choose, to protect your home during listing period and for 12 months after the sale to reassure buyer of the quality of your home.
- Install MLS lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family's security.
- Write remarks within the MLS system specifying how you want the property to be shown.
- Prepare showing instructions for buyers' agents and agree on showing time window with you.
- Prepare detailed list of property amenities to have readily available at your home, to include in Marketing Booklet.
- Prepare MLS property Profile Sheet
- Proofread MLS database listing for accuracy – including proper placement in mapping function
- Enter property data from Profile Sheet into MLS Listing Database
- Electronically submit your home listing information to The Northstar Multiple Listing Service for exposure to all active real estate agents in the area.
- Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is inputted allowing buyers and agents to view pictures when narrowing down homes they will actually tour.
- Add property to the Minneapolis/St. Paul Board of Realtors Active Listings list.
- Provide you with signed copies of Listing Agreement, MLS Profile Data Sheet
- Explain marketing benefits of Home Owner Warranty with you.
- Assist you with completion of Home Owner Warranty application.
- Submit Home Warranty application for conveyance at time of sale.
- Provide you with a Personal Services sheet to explain specific marketing available for your property.
- Provide you with a personalized Advertising Questionnaire for your input in verbiage for advertisement
- Review my Marketing Program and the benefits provided, resulting in the rapid sale of your property.

- Prepare mailing and contact lists.
- Create Just Listed campaign to promote the value of your home over competing properties .
- Create, print, assemble, and mail compelling flyers to hand deliver and/or mail to target customers, to stimulate calls on your home.
- Create YouTube Video & Virtual Tour specific to property. Broadcast on all websites, social media, press releases, MLS, and blogging sites.
- Create a brochure of the property with features and lifestyle benefits of your home for use by buyer agents showing your home. This will be prominently displayed in your home.
- Prepare copies of Seller's Disclosures and applicable documents to be placed in your home to be available for buyers; these are to be included in a contract.
- Respond within 15 minutes of a "lead" receipt notification through our exclusive online lead generation systems.
- Capture feedback from Realtors® after all showings
- Place regular weekly update calls or emails to you to discuss all showings, marketing, and pricing.
- Research weekly current laws, interest rates, and insurance conditions as it relates to the housing industry, and specifically, how it impacts the sale of your property. Notify you of any changed conditions immediately.
- Notify you immediately of any offers, potential offers, or needs.
- Discuss feedback from showing agents with you to determine if changes will accelerate the sale.
- Search the Reverse Prospecting feature in the MLS System for Realtors most likely working with buyers matching your home, and email copies of your home listing information for them to review immediately.
- Maximize showing potential through professional signage.
- Install a RE/MAX Results sign in front yard, and when permitted by Homeowners Associations.
- Market your home on the following internet sites: Realtor.com, Zillow.com, Google.com, Homes.com and hundreds of other sites.
- Utilize the "Coming Soon" marketing option to increase interest in your property.
- Submit professional photos complete with written remarks detailing your home and upload on all websites.
- If Open House is to be held, notify agent community and arrange online campaign the week preceding the Open House to maximize number of visitors.
- Target market to determine who the most likely buyer willing to pay the highest price.
- Discuss marketing ideas with "Mastermind" group of top Realtors.
- Deliver copies of advertisements and marketing materials of your home to you for your review.
- Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing, pre-qualifying for and touring your home.
- Help you to prepare the Homeowner's Information Sheet which includes information on utilities and services the buyer will need to know when transferring after closing

- Prepare a financing sheet with several financing plans to educate buyers on methods to purchase your home.
- Advertise home to all qualified buyers in company database.
- Distribute an eflyer to all Board member agents.
- Promote property through Social Media including: Facebook, Twitter, YouTube and multiple blogging platforms.
- Promote your home by distributing flyers to local lenders and potential buyers who are relocating to our area
- Create specific online campaigns utilizing to attract buyers to property online.
- Log in all home showings to keep record of marketing activity and potential purchasers.
- Follow up with all agents who have shown your home via personal phone call to answer questions they may have.
- Send a personalized letter or postcard to residents in your immediate neighborhood promoting the features and lifestyle benefits of your home.
- Personally call your neighborhood to promote the benefits of your home.
- Prepare a weekly market analysis update of any activity in your neighborhood (i.e.: new homes on the market, homes that have sold etc.) to keep you informed about market conditions within your area.
- Pre-qualify all buyers whom our agents will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.
- Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
- Provide Open Houses with a licensed Realtor® at your request.
- Handle paperwork if price adjustment is needed.
- Take all calls to screen for qualified buyers.



Offers, Appraisals, and Closings

- Receive and review all Offers to Purchase contracts submitted by buyers or buyers' Agents to determine best negotiation position.
- Contact buyers' agents to review buyer's qualifications and discuss offer.
- Evaluate offer(s) and prepare a "net sheet" on each for you for comparison purposes.
- Counsel you on offers. Explain merits and weaknesses of each component of each offer.
- Deliver Seller's Disclosure form to buyer's agent or buyer, if not provided as a supplement in the listing.
- Confirm buyer is pre-qualified by calling Loan Officer.
- Obtain pre-qualification letter on buyer from Loan Officer.
- Negotiate highest price and best terms for you.

- Prepare and convey any counter offers, acceptance or amendments to buyer's agent.
- Email or hand-deliver copies of contract and all addendums to closing Title Company.
- When an Offer to Purchase Contract is accepted and signed by you, deliver signed offer to buyer's agent.
- Confirm title company has received buyer's earnest money.
- Deliver copies of fully signed Offer to Purchase contract to you.
- Email/deliver copies of Offer to Purchase contract to Selling Agent.
- Email copies of executed Offer to Purchase contract to lender.
- Provide copies of signed Offer to Purchase contract for office file.
- Provide copies of signed Executed Offer to Purchase contract to Title Agency.
- Advise you in handling any additional offers to purchase that may be submitted between contract and closing.
- Change status in MLS to "Sale Pending".
- Follow-up with buyer's lender to confirm financing is in order.
- Assist buyer with obtaining financing, if applicable and follow-up as necessary.
- Coordinate with lender on Discount Points, Appraisal and any underwriting requirements.
- Deliver any potential property information to lender.
- Order septic system inspection, if applicable.
- Receive and review septic system report and assess possible impact on sale.
- Deliver copy of septic system inspection report lender & buyer.
- Coordinate sewer scope inspection if required.
- Coordinate mold inspection ordered, if required.
- Coordinate home inspection ordered and handle contingencies, if any.
- Confirm Verifications of Deposit with Lender and Title company.
- Follow Loan Processing Through to The Underwriter.
- Contact lender weekly to ensure processing is on track.
- Relay final approval of buyer's loan application to you.
- Coordinate buyer's professional home inspection with you.
- Review requested repairs, if any and inspection notes.
- Assist seller with locating and negotiating recommended contractors to perform any required repairs.
- Coordinate to schedule Appraisal.
- Provide comparable sales used in market pricing to Appraiser.
- Follow-Up on Appraisal.
- Assist in seeking a re-appraisal report if the value does not meet the figure in the purchase contract.
- Coordinate closing process with buyer's agent and lender.
- Update closing forms & files.
- Ensure all parties have all forms and information needed to close the sale.
- Confirm closing date and time and notify all parties.
- Assist in solving any title problems (boundary disputes, easements, etc.).

- Work with buyer's agent in scheduling and conducting buyer's Final Walk- Thru prior to closing.
- Research all tax, HOA, utility and other applicable pro-rations.
- Request final closing figures from closing agent.
- Receive & carefully review closing figures on closing disclosure to ensure accuracy of preparation.
- Review final figures on closing disclosure with you before closing.
- Forward verified closing figures to buyer's agent.
- Request copy of closing documents from closing agent.
- Confirm buyer and buyer's agent have received title insurance commitment.
- Provide "Home Owners Warranty" for buyer, if applicable, at closing.
- Review all closing documents carefully for accuracy.
- Forward closing documents to absentee seller as requested.
- Review documents with closing agent.
- Coordinate any funds for lease back, if required.
- Coordinate financing, final inspections, closing and possession activities on your behalf for closing.
- Assist in scheduling the closing date for you and all parties.
- Set up final walk- through of your home for buyers and their agent.
- Coordinate closing with your next purchase and resolve any timing issues.
- Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.).
- Ensure a stress free pre-signing and closing experience, and ensure proceeds are issued.
- Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc.
- Answer questions about filing claims with Home Owner Warranty Company if applicable/requested.
- Respond to any follow-up calls and provide any additional information required from office files.
- Help you relocate with highly experienced agents across the country or around the world.
- I am a full time REALTOR - not a part time real estate agent. I provide a high level of expertise, in a wide range of market areas to promote your home.