



# Policies and Procedure Manual

01/01/2018

## INTRODUCTION

Every organization has certain methods of operation designed to allow the firm to efficiently achieve its objectives. Many organizations are structured to operate informally, and do not have a policies and procedures manual. We believe that our clients can be best served if we establish in writing our business philosophy, our policies and practices and the procedures to be used in carrying out those policies.

Because of these reasons, and because we know that our employees and associates will need guidelines and direction, we have prepared this Policies and Procedures Manual for your reference.

While we have attempted to provide detailed guidelines in this manual, there will be times when problems must be resolved by management decision, guided by the principles of fairness, integrity and good communication.

## COMPANY VALUES

### Service

Our clients have a right to expect outstanding service. We are paid not for our time, but for our service. If we expect to be well paid, we must provide the highest level of service available.

### Hard Work

No organization can grow and prosper unless each member of the team puts forth the maximum effort.

### Professionalism and Experience

We should never undertake an assignment for a client unless we have the training and experience to do the job. We believe in continuing education, for only by learning better ways to provide service can we enhance our reputation.

### Integrity

No other single attribute of a person or of a business can have such an impact on success or failure. We believe that every action be made with truth and honesty. There must be good choices made in every action and truth in every word.

### Cooperation

An organization can be great when all members are working together for a common purpose. It can be only mediocre when some are rowing in a different direction. Helping one another when possible will bring harmony and wealth to us all.

### **Accountability**

Our clients must be happy with the transaction, or we will not get referral business. If we make a mistake, we must be accountable and make it right with the client. We expect our Sales Agents to be accountable for mistakes if a client is dissatisfied.

### **Professional Ethics**

The Code of Ethics is a guide for our daily business operations. The laws of this state are clear as to our obligations to our clients and customers. These things, above all else, are important to us. We shall not vary from these principles under any circumstances.

### **BEST CHOICE REALTY, LLC BEGINNINGS**

Best Choice Realty, LLC was founded in Seattle, Washington in 2012. Our brokerage started with a dedicated husband and wife team with a strong belief in quality service, high integrity and a forward thinking attitude towards the real estate business. Our vision has led Best Choice Realty, LLC to challenge the standard agent-broker split model to create a brokerage that can adapt and grow with new technology.

Today our office is located at 16400 Southcenter Pkwy Suite 502 Seattle, WA 98188. We have successfully served the public in the state of Washington and we strive to continue to do so. With experience in the residential, multi-family, vacant land and commercial fields, Best Choice Realty, LLC is able to deliver exceptional service to the clients we serve with technology products, specialized product expertise, and consulting services.

Best Choice Realty, LLC is a diversified leader growing rapidly in the real estate industry. What sets us apart from other real estate companies is how we meet clients' needs on an individual basis.

As a company, and as individuals, we value integrity, honesty, personal excellence, constructive criticism, continual self-improvement, and mutual respect. We are committed to our clients and have a passion for Real Estate. We take on big challenges, and pride ourselves on seeing them through. We will continue to serve our community and will strive for the highest quality of professionalism.

### **AGENCY**

Consumers are often confused about whom the real estate broker represents in a transaction. Our firm may be employed by the seller or the buyer, or both. Whomever we represent in a transaction, we must observe our duties as described in Washington law. Our Sales Agents should always remember who has employed us, and never allow the pursuit of a commission to blur the clear-cut responsibilities to our clients. We must inform our clients of any facts or rumors that might affect their decision, along with the source of these facts or rumors.

When representing the seller, we must never suggest that a buyer offer less than the asking price of a property, although we must present all offers when made. We must not disclose to the buyer what price a seller may accept, or our seller's motivation for selling.

When representing the buyer, we must never suggest that a seller should counteroffer more than the price offered in the contract. We must not disclose to the seller what price a buyer may be willing to pay, nor our buyer's motivation for buying.

We must treat the business of our clients with confidentiality, and never disclose facts to the other party that might work to the disadvantage of our client.

We must be extra cautious when we become financially interested in a listed property, and must disclose any facts or rumors of which we have knowledge. We must also warn this seller that we are no longer representing his or her interests.

When we are asked to represent a buyer in a transaction, we may become an intermediary between the parties when showing a property listed by our office. Our broker must be aware of this situation, and both parties to the transaction must agree in writing so that we may never appear to have an undisclosed dual agency.

### **ANTITRUST**

Real estate brokers do not have a "standard" commission in our area. Each office sets its commissions independently by negotiation with the seller or the buyer. Accordingly, no Sales Agent should suggest to a seller or buyer that there is a "standard" rate charged in this area.

Under no circumstances should a Sales Agent with Company discuss with any individual from another office suggested commission rates charged to sellers or buyers.

No Sales Agent should suggest to a competitor that if they perform or refuse to perform a certain act that the brokerage firms of our area will "boycott" them. Any of these acts could be construed as a violation of Antitrust laws and subject the individual and our company to severe civil and criminal penalties.

### **AGENT AVAILABILITY**

A successful Sales Agent is much in demand. We can be more professional in our conversations with clients if we have some idea when a sales agent is available. Please inform the Designated Broker with a quick email if you will be out for an extended period, and please check in regularly for messages.

### **APPOINTMENTS**

It is imperative that we maintain the good reputation of the Company by making and keeping appointments.

Before showing any listing to a prospective buyer, follow the showing instructions and agent only remarks on the NWMLS. If an appointment with the seller is needed, please be respectful and professional by giving ample notice so the property shows better and the seller is prepared.

If the Sales Agent has made an appointment to show a property, the appointment should be kept, or the seller called with an explanation of why the property was not shown.

### **APPOINTMENT CALENDAR**

It is our experience that the most successful Sales Agents have a written plan of action for each day. We strongly recommend that our Sales Agents keep a daily calendar for appointments, for completing necessary tasks, and for prospecting effectively.

### **ATTITUDE**

Probably the single most important attribute of a successful Sales Agent is attitude. It is said that the act of smiling releases a chemical into the blood stream that brings on a feeling of happiness. Whether or not this is true, good things clearly come to those with good attitudes. A positive attitude allows us to do difficult tasks more easily. A negative attitude renders difficult tasks impossible. Attitude, good or bad, cannot be concealed. A smile can be "heard" by phone. Caring for others will be easily recognized by clients.

### **AUTOMOBILE**

First impressions are lasting impressions. The appearance of a Sales Agent's automobile is as important as is his or her personal appearance. The automobile need not be new, but must be neat and clean. Your automobile should be in good mechanical order. Reliability is very important. Safety is everything.

The automobile is a traveling office and should be stocked with the tools of our business, such as: maps, business cards, forms, contracts, tape measure, flashlight, hammer, screwdriver, pliers, WD-40, "Sold" signs, and nuts & bolts for signs.

### **AUTOMOBILE - Insurance**

Each Sales Agent must carry automobile liability insurance. The Company should be included on the policy as insured.

### **BOARD OF REALTORS**

In Washington, a Sales Agent cannot join the National Association and Board of Realtors unless the Designated Broker is already a member. Sales Agent is advised to discuss the advantages and disadvantages of being a member of the National Association and Board of Realtors. The National Association and Board of Realtors dues must be paid by the Sales Agent in order to utilize the ® symbol on marketing pieces and website.

### **BROKER**

The Managing Broker is available for assistance and consultation, and will be accessible by phone, text, or email. If you need a one-on-one hour plus consultation, please check with the Company to see when it would be convenient to schedule an appointment and a reminder invite will be placed on your calendar. The Managing Broker will provide assistance to the Sales Agent whenever necessary. The Managing Broker should not have to do those things that a Sales Agent should do. Counsel from the Managing Broker should supplement the Sales Agent's efforts, not replace them. If a Sales Agent has a problem, they should give the Managing Broker his or her recommendation for the solution to the problem.

## **BUSINESS CARDS**

Business cards should be in the format prescribed by the Company, and may be ordered through the office to take advantage of printing discounts. Payment will be made by the Sales Agent at the time of ordering.

## **CHANGES IN NAME, ADDRESS AND TELEPHONE NUMBER**

All changes in name, address, and telephone numbers of any Sales Agent must be reported immediately to the Division of Real Estate, MLS, and any applicable local Board/Association. The Sales Agent is responsible for any fees associated with these changes. The Sales Agent must notify the Company in writing within 2 business days of any changes.

## **COMMISSIONS - Payment to Sales Agents:**

Commissions will typically be paid the following banking day to Sales Agent after Company has received the gross commission. Sales Agent must allow two business days for a commission check to clear into the Company's account.

The Company reserves the right to hold the Sales Agent's commission for an indefinite period of time for any and all of the following scenarios but not limited to:

- If proper documentation is not uploaded into our transaction system
- Lockboxes and signs are not retrieved from the property
- Property status has not been changed on MLS
- Sales Agents have not paid their Association and the Board of Realtors, Business License, or MLS dues

## **COMMISSIONS - Offset for expenses:**

If Sales Agent owes expenses, penalties, or fees to the office (whether or not these expenses have been billed to the Sales Agent), the expense will be deducted from the commission paid to the Sales Agent with a statement of accounting

## **CONDUCT - Professionalism in the office**

To be a professional, one must act professionally. A professional atmosphere is necessary for the most effective representation of our clients, and will enhance our income levels. A professional atmosphere excludes:

- Horseplay
- Practical jokes
- Loud laughter
- Long gossip sessions

Sales Agents should conduct themselves in a businesslike and professional manner.

## **CONFIDENTIALITY**

We often learn a great deal about our clients because they trust us. It is always a good practice to keep any problems a client may have strictly confidential.

## **COOPERATION:**

Few real estate agents are successful without a spirit of cooperation. We encourage our Sales Agents to give help to others, both within and outside our firm. Other offices will sell our listings, and will let us know of their good listings sooner. Appraisers remember helpful organization. Lenders appreciate cooperation.

### **DISCRIMINATION**

Sales Agents may not discriminate based on race, color, religion, sex, or national origin, family status or disability. This is the law, and it is a good law. We expect all Sales Agents to assist all clients to purchase the home of their choice.

### **DISPUTES - Arbitration of**

Sales Agents will occasionally disagree about prospects or commission splits. This is to be expected and, if handled promptly and fairly, will usually be settled to the satisfaction of all concerned. If two Sales Agents are unable to resolve the dispute, they should meet with the Managing Broker and explain the situation, so that the Managing Broker may try to help them resolve and mediate the situation. In a case where the Managing Broker cannot help resolve the dispute through mediation, the Managing Broker will have the final decision to solve this dispute.

### **DISPUTES - Between buyer and seller**

Buyers and sellers often have differing interests, needs and personalities. The result of these differences is occasionally a dispute over the terms of the contract. We believe in the moral and legal validity of properly drawn real estate contracts. We do not believe that litigation is the way to resolve these disputes. Litigation is costly, time-consuming and often results in both parties being hurt. Sales Agents should try to move buyers and sellers toward the 'center' to a common ground and encourage reason, flexibility and compromise.

### **DRESS**

The attitudes of others toward us are frequently shaped by the way we dress. We cannot think of an instance when a sale was lost because the Sales Agent was professionally dressed, but many clients have been put off by "sloppy," "over-casual," or "sexy" clothing. When we expect customers and clients to trust us with the largest single transaction of their lives, the purchase of real property, we must understand why they expect us to dress and act as if we are serious and professional.

### **EDUCATION**

Members of our company should not undertake an assignment for a client or a customer unless we have the training and experience to do the job well. We cannot expect to be called a professional without making an investment of time and money on education. We encourage Sales Agents to continue learning better ways to provide service. There are many resources for education, including:

- Real estate seminars
- Classes taught by local board of REALTORS®
- Sales meetings
- State and National Association Conventions
- Books
- Magazines

- Company Training

### **ESCROW CHECKS**

Sales Agents will not collect any Earnest Money deposits from buyers. Best Choice Realty, LLC does not hold an escrow account for a real estate transaction. Therefore, buyers must send escrow deposits directly to the escrow company 48 hours after ratified contract.

Sales Agents must request a receipt from the Escrow Company, that the earnest money was received. This receipt must be uploaded into our transaction management system.

### **ESCROW CHECKS - Return of**

Occasionally, a sales contract takes an extended time to negotiate, and is never completed. Often, the Escrow Company will have deposited the earnest money. The escrow company will not refund earnest money until the customer's check has cleared the bank.

In cases of a completed contract that later falls through, the Sales Agent must have both buyer and seller sign the appropriate MLS forms to show who is to receive the check. The Sales Agent must facilitate this form to the party they are representing, provide a copy to the Escrow Company and upload a final completed copy into our transaction management system.

### **EXPECTATIONS**

We believe we have the finest sales staff in this area. We have high expectations for the members of our firm:

- Serve clients and customers with integrity, competence and courtesy.
- Understand, accept, and abide by our Company philosophy, policies and procedures.
- Strive to attain the following objectives (although these objectives should not be considered as "quotas":
  - Make at least four sales per year
  - Earn at least \$25,000 each year
- Understand that our firm must be profitable if it is to remain viable. This means that all should strive to enhance revenues and keep costs in line. A profitable firm provides an environment of success for all.

### **EXPENSES**

Questions often arise about which expenses are paid by the Company, and which are the responsibilities of the Sales Agent. Our policy is as follows:

#### **THE COMPANY WILL PAY FOR:**

- Supplemental Lead Flow at the company's best effort.
- Logo, Sign, Flyer Design Templates
- Managing Broker assistance
- In-house training

#### **THE SALES AGENT WILL PAY FOR:**

- Business Cards
- Postage
- Signage
- MLS fees
- Specialty advertising items
- Licensing fees
- Board of REALTORS® dues
- Personal office supplies
- Personal sales and listing tools
- Long distance telephone charges
- Stationery for mass mailings
- Special, additional advertising or lead generation 3rd party sources
- Automobile expenses
- Health insurance
- Social security and taxes
- Any other expenses incurred by the Sales Agent not specifically shown above

**FORMS - Office**

We believe in protecting the environment and giving back. For this reason, our office has become completely paperless. Every form needed will always be accessible online. If Sales Agent calls the office looking for a particular form, the Sales Agent will be re-directed to the Company’s Resource Guide, company website or MLS to find the requested form or pamphlet.

Critical questions will occasionally arise about a listing or a contract when the Sales Agent is not available. At such times it is good to be able to get the necessary information. Sales Agents must fully complete all necessary paperwork during the listing and sales process and submit it to the Managing Broker through the transaction review system within 48 hours of contract ratification. We do not accept any hard copies delivered to the office. If a Sales Agent has suggestions for improving a Company form, the Managing Broker should be informed.

**HOURS OF OPERATION - Office**

Our normal business hours are:  
 9:30 a.m. to 5:00 p.m. Monday through Friday;

Successful Sales Agents frequently work before and after the normal office hours.

**INDEPENDENT CONTRACTOR**

Sales Agents are considered to be independent contractors, not employees. The Company will not withhold income taxes or social security taxes. The Sales Agent is under the direction of the Managing Broker as to the results of the work, but not the methods by which such results are accomplished.

The Company and the Sales Agent will execute an Independent Contractor Agreement.

**INFORMATION SYSTEMS CONDUCT**



Use of the information systems and communication tools requires certain conduct maintained to enhance professionalism among your working peers, customers, and clients. The following are strictly prohibited:

- Harassment in any form
- Forwarding of messages or information that will disparage individuals or groups based on their gender, race, national origin, or other protected characteristic
- Forwarding of messages which might disrupt the work place or damage morale. (This includes replying to all when unnecessary)
- Offensive comments, jokes/riddles, pornography, profanity and offensive messages or information in any form
- Forgery
- Violating copyright laws

### **KEYS**

When a client entrusts the key to his or her property to us, that trust must never be violated. Sales Agent must always request the seller's permission to make extra copies of keys. Under no circumstances should keys be given to buyers until the transaction has been closed, funded and recorded or occupancy granted.

After showing a property, the Sales Agent should be careful to see that all windows and doors are locked, and property returned to the condition upon entering.

### **LEAD DISTRIBUTION**

The Company will answer the phone, and give the call to the listing agent. The listing agent knows the property better than anyone else, and has a personal stake in showing that property. If the listing agent is not available to take the call, the Managing Broker will give the prospect's information to another Sales Agent. A round robin system will be used based on geography.

### **LISTINGS**

Listings are the lifeblood of the real estate business. Without listings, the phone does not ring, our name is not known, and our income will drop substantially. We believe that sales agents should take time to listing real property on an Exclusive Right of Sale Agreement. With this agreement, you have a monopoly on a property that all other agents in the area will try to sell. No matter who has the buyer, you will earn a commission.

A listing well taken is half-sold. Sales Agents who take listings within 5% of market value, who are candid with the seller about necessary repairs or cleaning, and who prepare the seller for an offer, will sell more of their listings.

### **LISTINGS - Files**

All listing files must be uploaded into our transaction management system by the listing agent within 48 hours of acquiring the listing.

### **LISTING - Servicing Suggestions**

It is imperative that we maintain regular contact with the seller who has entrusted the sale of his property to our Company. A Sales Agent who does not service his or her

listings properly will find referral business substantially reduced, and sellers will not renew.

We recommend that Sales Agents set aside one evening each week as "servicing" night. Call each of your sellers and discuss your efforts. If you are not able to reach them, write a note, letter or email to them immediately. A contact reminder should be placed on your calendar. Calling a seller each week is often difficult because we do not know what to say week after week. Don't feel uncomfortable. Nothing is worse than not calling for several weeks, and feeling guilty about your performance.

We suggest that you email a sample of the MLS printout and marketing pieces for the seller's approval before mailing or posting online. Ask the seller to inform you if another agent shows the property so that you can follow up immediately.

#### **LISTINGS - Term**

Sales Agents should list properties for a minimum of two months. Do not take listings for less than two months without the permission of the Managing Broker. A shorter term does not give us a fair chance to sell the property, and could result in an unfortunate interruption of service to the seller.

#### **MULTIPLE LISTING SERVICE**

Sales Agents will be responsible for inputting, updating and changing their MLS listings. Sales Agents will be required to attend the MLS class to be able to make the appropriate changes to their own listings. Since the MLS make changes on their policies and procedures on a regular basis, it is the Sales Agent's responsibility to study the MLS policies and procedures constantly. The Sales Agent will pay all their MLS dues, fines and penalties. If the Managing Broker gets penalized for any delay on changing and or updating a Sales Agent's listing according to MLS Rules and Regulations, the Company will charge the cost of any and all penalties to the Sales Agent.

#### **OFFICE – Equipment, Supplies, Mail**

Equipment and supplies, including reference material, should not be removed from the office for any reason. Sales Agent shall maintain his/her own home office or other facility and equipment as Sales Agent deems necessary to the operation their real estate business. Such facility shall comply with all Division of Real Estate rules and regulations as well as local and state laws including display of signage, parking and access. Sales Agent shall direct all mail to his/her personal residence. Sales Agent shall not use the Company address in advertising any business other than Real Estate.

Upon termination, Sales Agents will return any supplies and reference materials in his or her possession that belong to the Company.

#### **OFFICE - Housekeeping**

Clients develop their first impressions from the appearance of our office. We ask all members of the Company to help in keeping the office neat and clean. This includes reception area, desks, file cabinets, conference areas, and parking lot.

#### **ORGANIZATION OF THE SALES AGENT – ABSENCE/OTHER SALES AGENT**

Sales Agents must occasionally leave town for education seminars, business or vacation. Our clients should not experience any decrease in service during this period. The Managing Broker should not be expected to assume the workload. Another Sales Agent should be selected by the absentee Sales Agent to serve their clients, and the Sales Agent selected must be compensated. If the Managing Broker must handle the Sales Agent's work, the Managing Broker will be compensated.

We have set a standard compensation to be paid by the absent Sales Agent; this does not preclude a different written agreement between two Sales Agents. However, in the case there is no previous written agreement between Sales Agents, this agreement will prevail.

Work Performed	Compensation
Taking a listing and working as a co-agent with agent throughout the listing period	50%
Writing and negotiating a contract and working with client and agent on all aspects of closing details	50%
Presenting a contract, showing a home, or attending a home inspection	\$50-200/per
Presenting and negotiating a contract (sold)	20%

#### **PERSONAL LISTINGS AND PURCHASES**

We feel that real estate is one of the best investments, and we encourage our Sales Agents to buy real estate for investment. When a Sales Agent buys or sells real estate, the seller or buyer must be informed about the Sales Agent's licensed status, and must be aware that the Sales Agent is not representing the interests of the other party. To protect ourselves, this fact should be clearly revealed in the contract for purchase and sale, and in all discussions.

When a Sales Agent is buying a personal property, the Managing Broker will review the contract. If the property is a listed property, the Managing Broker will be review the offer(s) before acceptance.

#### **PROPERTY MANAGEMENT - RENTALS**

Sales Agents may only manage real estate residential property when they have ownership interest. Best Choice Realty does not manage residential rental properties for other clients. However, Sales Agents may market a property for a property owner for lease on the NWMLS and may do commercial leasing. Best Choice Realty maintains an excellent referral list of residential property management firms.

#### **PURCHASE AND SALE AGREEMENT – Best Practices for Buyers & Sellers**

Before signing the sales contract, it is advised that a buyer or seller get a copy of a cost disclosure statement that itemizes the amount of the down payment, closing costs, pre-pays, the monthly payment, etc. This information can be received from a

Lender when asking for a preapproval letter to attach to an offer. The buyer should receive a copy of the preapproval letter.

The Earnest Money deposit must be held in trust according to state law by the Escrow Company. It is our company policy to not hold any escrow deposits at the office. The buyer shall send the earnest money directly to the agreed Escrow Company or Sales Agent shall collect the Earnest Money within 48 hours after the contract has been ratified. All required forms should be completed and uploaded into transaction management system with the contract, including but not limited to:

- Purchase and Sale Agreement
- Listing Agreement
- Legal Description
- Seller's Disclosure Statement
- Copy of Earnest Money deposit receipt from Escrow Company
- Pre-Approval Letter
- Inspection Responses
- Any additional addenda

#### **REFERRALS - Out of town brokers**

Outbound referrals can be a substantial source of income to Sales Agents. We recommend Sales Agents send a referral on every client or customer who is leaving their area. When meeting a buyer who intends to move from another city, send a "reverse" referral to an agent in that city if the property is not yet listed. . A Sales Agent may submit a referral agreement to the managing broker to start the process. Our Company expects to receive 20-40% on referrals we send. We pay a percentage on the listing or the selling side of the transaction of referrals from another agent. Out of state referrals should be handled by the Managing Broker so our Company has the appropriate state forms.

For inbound referrals, Sales Agent should obtain signatures on the referral agreement and upload it into our transaction management system. The Sales Agent must send an email with the attached referral to the Managing Broker as well. The Company can later follow up on prospects that have been referred so that we may promptly pay referring agents from other firms.

#### **REFERRAL FEES - Interoffice**

We encourage our Sales Agents to refer clients to each other if doing so will provide greater service to the client. When this is done, if compensation is involved, the Sales Agent must come to an agreement as to compensation due, and put it in writing. It should be placed in the transaction management system, and each Sales Agent should keep a copy. Prior to the commission paid, the Managing Broker should be given a copy of the agreement so that commission checks can be properly prepared.

#### **SALES MEETINGS/VIRTUAL CONFERENCE CALLS/ZOOM MEETINGS**

Sales meetings help to provide effective communication of important information. Topics at these meetings might include:

- Review of advertising

- Discussion of Company policies
- Review of current financing
- For sale by owners
- Sharing of experiences - good or bad
- Guest speakers
- Review of new listings
- Sales results
- Training

Sales agents are not required to attend the sales meetings, but are encouraged to participate.

### **SEXUAL HARASSMENT**

Sexual harassment is any kind of sexual behavior unwelcome and/or inappropriate for the work place whether the harassment is verbal (dirty jokes), visual (posters, cartoons, drawings, or emails that can cause embarrassment), or physical (continually requesting a date or sexual favors). Members of the Company have the right to work in an environment free of such behavior, and should not be subjected to any type of harassment. Such conduct is expressly forbidden by the Company. Staff members who have been subjected to conduct they believe constitutes sexual harassment should report the incident to management immediately.

### **SIGNS AND LOCKBOX**

Each Sales Agent is responsible for the sign order/removal and lockboxes put on listings. When a listing sells, expires or is withdrawn the Sales Agent are responsible for picking up the lockbox from the property and requesting a sign removal from the sign company. The Sales Agent will be responsible for updating this information in our transaction management system and MLS. If a Company borrowed sign or one of our leased lockboxes are lost, the cost of the lost items will be charged to the Sales Agent. Commission checks will be held until the sign and lockbox from the sold listing have been removed from the property and returned to the office.

### **SMOKING**

Our office has established a "no smoking" policy for the comfort of our staff and customers. If Sales Agents must smoke, we ask that you leave the office to do so. Sales Agents should be aware that they risk the good will of our clients by smoking in their presence. Please refrain from doing so, even with permission.

### **SPECIALIZATION**

When a Sales Agent becomes proficient in the general brokerage side of the business, we recommend that they become a specialist. By "specialist", we mean that one attempts to become most knowledgeable about a given neighborhood, type of property, or area of real estate. Whether a Sales Agent decides to farm a certain area, specialize in the sale of restaurant properties, or work in multi-family properties, specialization may increase income potential.

### **SPECIALTY ADVERTISING**

Sales Agents often purchase different items to give away to sellers, buyers and prospects. Such items usually have the name of the Company and the name of the Sales Agent prominently displayed, and often results in increased business. We recommend such advertising; the selection of items should be made with discretion to maintain the professional image that we so carefully nurture.

### **SAFETY PRACTICES**

All Sales Agents are encouraged to be aware of unsafe situations and prepare themselves. Avoiding unsafe practices include: getting client's full name, address and phone before first meeting. If meeting with a client for the first time, or are otherwise concerned about a buyer or seller, it is recommended that you ask the Company, another Sales Agent or personal assistant to assist. When leaving on an appointment, always let someone know where you will be going, when you will return, and how you can be reached. While showing a property, unlock the door and allow the clients to enter first, keeping them in front at all times. Do not carry a lot of cash or wear expensive jewelry during showings or open houses. It is always best to have clients meet in the office or a public place. It is customary when showing homes for Sales Agents and clients to drive separate vehicles. Sales Agent may text or email a driver's license or photo ID of a potential client to the Company or Managing Broker for additional security. Company hosts self defense training classes.

### **TELEPHONE ANSWERING:**

We believe the telephone is one of the best means of communication. First impressions of the Company are often made from the way our telephone is answered. The Sales Agent should consider the act of answering the telephone one of the most important of all duties. We believe that a call is more effective than a letter. We suggest that Sales Agents plan each call by preparing a list of each major point to cover before dialing a potential client.

### **THANK YOU CARDS & EMAILS**

Little is as effective in establishing customer loyalty and referrals as a simple "Thank You." We recommend that Sales Agents keep a supply of "Thank You" cards on hand and make it a rule to hand write at least two cards every day or send "Thank You" emails. Our office stocks generic "Thank You" cards and business envelopes that may be purchased at a discount.

### **TIME OFF**

Real estate is an exciting, sometimes exhausting business. Sales Agents can become so involved they work 15 hours a day, seven days a week. We want to caution Sales Agents of the dangers of "burnout," a condition in which a Sales Agent becomes unable to talk to a prospect, and begins thinking that another line of work would be appropriate. We recommend that every Sales Agent periodically take time off to recharge their energy, enthusiasm and ideas that bring success. A physically exhausted Sales Agent simply cannot perform effectively. However, if a Sales Agent takes time off every time they "feel like it" they may miss many income producing activities. Often, the best way is to schedule time off as if it were an appointment. Balance is the key.

### **TRANSACTION COORDINATION**

Taking on a Transaction Coordinator helps Sales Agents focus on getting leads and transactions opened. A Transaction Coordinator will regularly send out email reminders to all parties involved and keep Sales Agent apprised on all correspondence while handling the details of your real estate transaction to closing.

Below is a sample of a Transaction Coordinators' process that will commence upon mutual acceptance on a transaction or a listing agreement. These processes may be customized but must conform to the Department of Licensing's unlicensed assistants rules and regulations.

Transaction Coordinator – Buy Side	
	Transaction opened in Transaction Desk
	Order Home Warranty (if applicable) – Form 22D
	Check Initials and Signatures on all pages of the mutual acceptance
	Send out Open Transaction Email and Welcome Email to all parties (include fully signed around mutual acceptance)
	Earnest Money Deposit Receipt received by the Closing Agent
	Make Calendar with due dates of 22A, 35 and other timelines
	Preapproval Letter/Proof of Funds received from the Lender
	Check Seller Disclosures for Buyer Signatures
	Receive Fully completed 22K from Listing Agent
	Send Buyer utility switchover information (Company, Address, Website, Phone #, Hours, etc.)
	Receive Preliminary Title from the Title and Escrow
	Follow up with Title Rep to make sure HOA documents are ordered and received (if applicable)
	Send Form 41D to the Buyer so they can pick an Inspector, if they have not already picked one themselves.
	Schedule Inspection and confirm with Resident, Selling Agent & Buyer
	Contact Lender for an update on the loan
	Follow up with Listing Agent to confirm that the Septic was pumped
	Get Septic Receipt documents from Listing Agent and forward them to the Buyer
	Contact Selling Agent: How did the inspection go?
	Complete following documents (make sure agents receive and sign)
	Inspection Response:
	Get receipts from work order from the inspection:
	Contingency Removals:
	Concessions forms:
	Follow up with Lender & Listing Agent and verify that the appraisal was completed
	Contact Lender and follow up that we have the underwriter loan approval
	Send a CDA to the Closing Agent and CC Agent
	Confirm time and closing date with Closing Agent, Lender, and Agent

	Remind Buyer to schedule disconnect of utilities (if applicable) and schedule connection and switchover at their new home
	Remind Buyer that Home Insurance is needed and to start shopping around
	Contact the Lender for an update on the loan
	Contact the Closing Agent. Have they received documents from the lender? Has the signing appointment been set?
	Request & Review a preliminary Closing Statement from Closing Agent
	Confirm Final Walk-thru with both Selling & Listing Agents
	Remind Seller to leave all keys, garage door openers and additional info (how to work fireplace, surround sound etc.)
	Confirm key arrangements with both Selling & Listing Agents
	Get an extension (if necessary) from the Selling and Listing Agents and forward to all parties
	Ensure that a proper closing gift has been arranged/purchased for the client
	Send thank you email at closing to all parties
	Email Client with Thank you email and invitation for a survey of service on FB Page, Zillow, etc.
	Close out on Transaction Desk
	Send Final Closing Statement to Buyer for their tax purposes
	After 30 days, remind Agent to touch base with client to see how things are going
<b>Transaction Coordinator – Sell Side</b>	
	Transaction opened in Transaction Desk
	Call and open Title
	Get HOA information (if any)
	Schedule Photographer
	Schedule Sign Install unless Condo
	Receive Listing forms
	Order Home Warranty (if applicable)
	Offer Received - Check Initials and Signatures on all pages of the mutual acceptance
	Send out Open Transaction Email and Welcome Email to all parties (include fully signed around mutual acceptance)
	Earnest Money Deposit Receipt received by the Closing Agent
	Make Calendar with due dates of 22A, 35 and other timelines
	Preapproval Letter/Proof of Funds received from the Lender
	Check Seller Disclosures for Buyer Signatures
	Send Buyer Fully Complete 22K
	Receive Preliminary Title from the Title and Escrow
	Follow up with Title Rep to make sure HOA documents are ordered and received (if applicable)
	Schedule Inspection and confirm with Resident, Selling Agent & Buyer
	Contact Lender for an update on the loan



	Follow up with Listing Agent to confirm that the Septic was pumped
	Get Septic Receipt documents from Listing Agent and forward them to the Buyer
	Contact Selling Agent: How did the inspection go?
	Complete following documents
	Inspection Response:
	Get receipts from work order from the inspection:
	Contingency Removals:
	Concessions forms:
	Follow up with Lender & Listing Agent and verify that the appraisal was completed
	Contact Lender and confirm that we have the underwriter loan approval
	Send a CDA to the Closing Agent and CC Agent
	Confirm time and closing date with Closing Agent, Lender, and Agent
	Remind Seller to schedule disconnect of utilities and schedule connection at their new home
	Obtain Seller's forwarding address
	Contact the Lender for an update on the loan
	Request & Review a preliminary Closing Statement from Closing Agent
	Confirm Final Walk-thru with both Selling & Listing Agents
	Remind Seller to leave all keys, garage door openers and additional info (how to work fireplace, surround sound etc.)
	Confirm key arrangements with both Selling & Listing Agents
	Contact the Closing Agent
	Send reminder to Listing Agent to remove the lockbox
	Get an extension (if necessary) from the Selling and Listing Agents and forward to all parties
	Ensure that a proper closing gift has been arranged/purchased for the client
	Send thank you email at closing to all parties
	Email Client with Thank you email and invitation for a survey of service
	Close out on Transaction Desk
	After 30 days, remind Agent to touch base with client to see how things are going
	January Send out Closing Statement

## **VENDORS**

Best Choice Realty, LLC has multiple marketing relationships with outstanding vendors. We carefully select vendors for our Resource Guide and collectively as a Company hold them accountable to our management style standards.