

# 200 STEPS TO GET YOUR PROPERTY SOLD

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout
2. Research property's ownership and deed type
3. Research property's public record information for lot size & dimensions
4. Research and verify legal description
5. Research property's land use coding and deed restrictions
6. Research property's current use and zoning
7. Verify legal name(s) of owner(s) in county's public property records
8. Research sales activity for past 6-18 months from MLS and public records databases
9. Research "Average Days on Market" for property type, price range, and location
10. Research competitive properties that are currently on the market
11. Research competitive properties that have been withdrawn
12. Research competitive properties that are currently under contract
13. Research expired properties (properties that did not sell during their time on the market)
14. Research competitive properties that have sold in the past six months
15. Call Listing agents, if needed, to discuss activity on the comparable properties they have listed in the area
16. Research the previous sales activity (if any) on the property
17. Download and review property tax information
18. Prepare "Comparable Market Analysis" (CMA) to establish fair market value
19. Obtain and verify accurate methods of contacting the seller
20. Gather information to help assess seller's needs
21. Review current title information
22. Measure interior room sizes
23. Confirm lot size. Obtain a copy of certified survey, if available
24. Obtain copy of floor plans, if available
25. Review current appraisal, if available
26. Identify Home Owner Association manager, if applicable
27. Verify Home Owner Association fees, if applicable
28. Verify security system, current term of service and whether owned or leased
29. Verify if seller has a transferable loan, if applicable
30. Ascertain need for lead-based paint disclosure
31. 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
32. Compile list of repairs and maintenance items
33. Prepare showing instructions for buyers' agents and agree on showing time window with seller
34. Assess seller's timing
35. Assess seller's motivation

36. Assess seller's immediate concerns
37. Ask seller questions about the property to learn how to better serve and provide helpful information if needed.
38. Discuss seller's purchase plans and determine how our team can assist them in their next purchase (local, new home construction, investment, or relocation) or if we can research and find a qualified agent to assist them in their new location
39. Determine how quickly the seller needs to move
40. Obtain information that will help prepare the listing, advertising and marketing materials. Questions will include: What type of improvements has the seller done to their house in the past five years? What other features of the property make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What does the seller think the property is worth? How much do they owe on the property?
41. Prepare the seller by asking them to gather property information: to have copy of deed, current tax copy, copy of a survey, copy of title policy available (this could potentially save money if the property was purchased less than three years ago)
42. Obtain one set of keys which will be inserted in the lockbox
43. Perform Interior Décor Assessment
44. Review results of Interior Décor Assessment and suggest changes to shorten time on market
45. Perform exterior "Curb Appeal Assessment" of subject property
46. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
47. Give seller an overview of current market conditions and projections
48. Provide House Audit to discuss constructive changes to the seller's property to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer
49. Provide seller with house showing guidelines to help have the property prepared for appointments. (i.e. lighting, soft music, etc.)
50. Review and explain all clauses in Listing Agreement (and addenda, if applicable)
51. Enter seller's name, address, phone number, and email address in the system in order to keep them informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of the property
52. Compile and assemble formal file on property
53. Present Comparable Market Analysis (CMA) Results to seller, including comparables, solds, current listings and expired listings
54. Offer pricing strategy based on professional judgment and interpretation of current market conditions
55. Assist seller in strategically pricing the property to enable it to show up on more MLS Searches
56. Discuss goals with seller to market effectively
57. Discuss and present strategic master marketing plan
58. Explore method of pricing the property below comparable value to bring the most buyers to the property quickly
59. Present and discuss the Best Choice Program to market the property the most effectively and bring the most buyers in the shortest amount of time
60. Explore the option of marketing the property with an incentive of buying down points on the buyer's loan; potential results are: seller retains a higher agreed upon price (which results in more proceeds) and the buyer saves on monthly payments and a tax credit
61. Prepare an equity analysis to show the seller expenses, closing costs and net proceeds
62. Explain the use of the Seller's Property Disclosure Statement they will complete, and that will be presented to the buyer of the property. This will help avoid devastating setbacks and preserve the seller's legal rights
63. Take full color digital photographs of the inside and outside of the property for marketing flyers, advertisements and the Internet
64. Set up Home Warranty, if seller chooses, to protect the house during its listing period and for 12 months after the sale to reassure buyer of the quality of seller's house
65. Install hi-tech lockbox to allow buyers and their agents to view the property conveniently but does not compromise seller's security
66. Write remarks within the MLS system specifying how the seller wants the property to be shown
67. Prepare showing instructions for buyer's agents and agree on showing time window with the seller
68. Prepare detailed list of property amenities to have readily available on the property, to include in Marketing Booklet, and assess market impact
69. Prepare MLS property Profile Sheet
70. Proofread MLS database listing for accuracy –including proper placement in mapping function. Enter property data from Profile Sheet into MLS Listing Database



71. Enter property data from Profile Sheet into MLS Listing Database
72. Electronically submit listing information to The Multiple Listing Service for exposure to all active real estate agents in the area
73. Immediately submit digital photos of the interior and exterior of the property to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down properties they will actually tour
74. Add property to Best Choice Realty's Active Listings list; provide information in office locations for our real estate agents when potential buyers call for details
75. Provide seller with signed copies of Listing Agreement
76. Explain marketing benefits of Home Owner Warranty with seller
77. Assist seller with completion of Home Owner Warranty application
78. Submit Home Warranty application for conveyance at time of sale
79. Provide seller with a Personal Customized Services sheet to explain specific marketing available for their property
80. Provide seller with a personalized Advertising Questionnaire for their input in verbiage for advertisement
81. Review Best Choice Realty's Full Service Marketing System and the benefits provided, resulting in the rapid sale of the seller's property
82. Offer real estate broker caravan, if applicable, to provide seller with professional feedback and additional ways to best promote their property
83. Offer a Broker's Open, if applicable, to promote the property to local real estate agents and their customers, to maximize showings
84. Create advertisements with the seller's input, including information from Personalized Advertising Questionnaire
85. Prepare mailing and contact lists
86. Create, order, and mail Just Listed Postcards to promote the value of the property over others on the market
87. Create, print, assemble, and mail compelling flyers to hand deliver and/or mail to target customers, to stimulate calls
88. Advise Network Referral Program of listing
89. Provide marketing data to buyers coming from referral network
90. Create a marketing property brochure of features and lifestyle benefits of the property for use by buyer agents showing the property
91. Prepare copies of Seller's Disclosures and Home Owner's Disclosures to be placed in the house to be available for buyers; these are to be included in a contract
92. Create a custom "Home Marketing Book" to be placed in the house for buyers & buyer's agents to reference property features, area map, plat/lot map, floor plan (if available), tax information, and other possible buyer benefits.
93. Deliver a "Home Marketing Book" to the house and display in prominent location for buyers' easy access
94. Respond to internet leads through our exclusive Lead Router program, which is a highly effective way to communicate with buyers who are interested in the property. Over 84% of all inquiries come from the Internet
95. Convey all price changes promptly to Internet real estate sites
96. Capture feedback from real estate agents after all showings
97. Place regular weekly update calls or emails to seller to discuss all showings, marketing, and pricing
98. Research weekly current laws, interest rates, and insurance conditions as it relates to the housing industry, and specifically how it impacts the sale of the property. Notify seller of any conditions promptly
99. Notify seller immediately of any offers, potential offers, or needs
100. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
101. Search the MLS System for agents most likely working with interested and capable buyers matching the property, then deliver copies of listing information for them to review immediately
102. Maximize showing potential through professional signage. Best Choice Realty has a professional and recognizable logo in our local area
103. Install Best Choice Realty sign in front yard when allowed by Home Owners Association
104. Market property on several internet sites
105. Market property at local places –Business networking meetings. This produces additional potential customers for the seller
106. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing the property features and upload on all websites
107. Target market to determine which types of buyers will most likely be willing to pay the highest price
108. Discuss marketing ideas with "Mastermind" group of top agents from across country
109. Deliver copies of advertisements and marketing material of the property to seller for their review
110. Make flyer/permaflyer feature sheets available to those passing by

111. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing, pre-approved for and touring the house
112. Assist seller to prepare the Homeowner's Information Sheet which includes information on utilities and services the buyer will need to know when transferring after closing
113. Prepare a financing sheet with several financing plans to educate buyers on methods to purchase the property
114. Advertise
115. Distribute flyer to all agents in my Best Choice Realty office. Promote the property by distributing flyers local lenders and potential buyers who are relocating to our area
116. Promote the benefits of the property to all agents in my office, and update them on any changes so they may convey enticing information to their buyers
117. Deliver copies of advertisements and marketing material of the property to seller for their review
118. Promote the property to top agents in other areas
119. Log in all showings to keep record of marketing activity and potential purchasers
120. Follow up with all the agents who have shown the house via email or phone call to answer questions they may have
121. Send a personalized letter or postcard to residents in the seller's immediate neighborhood promoting the features and lifestyle benefits of the property. Often neighbors know of friends or family members who are thinking of moving into the neighborhood
122. Personally call seller's immediate neighborhood and surrounding neighborhood to promote the benefits of their property
123. Prepare a weekly market analysis update of any activity in seller's neighborhood (i.e.: new homes on the market, homes that have sold etc.) to keep seller informed about key market conditions within their area
124. Pre-approve all buyers whom our agents will bring to the property before showings to avoid wasting seller's time with unqualified showings and buyers
125. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale
126. Provide Open Houses at seller's request
127. Handle paperwork if price adjustment needed
128. Take all calls to screen for qualified buyers and protect seller from curiosity seekers.
129. Receive and review all Offers to Purchase contracts submitted by buyers or buyers' Agents to determine best negotiation position
130. Contact buyers' agents to review buyer's qualifications and discuss offer
131. Evaluate offer(s) and prepare a "net sheet" on each offer for seller for comparison purposes, if requested
132. Counsel seller on offers. Explain merits and weakness of each component of each offer
133. Deliver Seller's Disclosure form to buyer's agent or buyer (upon request and prior to offer being made if possible)
134. Confirm buyer is pre-approved by calling Loan Officer
135. Obtain pre-approval letter on buyer from Loan Officer
136. Negotiate highest price and best terms for seller and their situation
137. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
138. Deliver copies of contract and all addendums to closing title company
139. When an Offer to Purchase Contract is accepted and signed by seller, deliver signed offer to buyer's agent
140. Record confirm buyer's earnest money is deposited in the escrow account promptly
141. Deliver copies of fully signed Offer to Purchase contract to seller
142. Deliver copies of Offer to Purchase contract to Selling Agent
143. Deliver copies of Offer to Purchase contract to lender
144. Provide copies of signed Offer to Purchase contract for office file
145. Provide copies of signed Offer to Purchase contract to Title Agency
146. Advise seller in handling any additional offers to purchase that may be submitted between contract and closing
147. Change status in MLS to "Sale Pending"
148. Change status of listing to "Pending" on any other syndicated sites online
149. Review buyer's credit report results—Advise seller of worst and best case scenarios
150. Assist buyer with obtaining financing, if applicable and follow-up as necessary
151. Deliver unrecorded property information to buyer
152. Order septic system inspection, if applicable
153. Receive and review septic system report and assess any possible impact on sale
154. Deliver copy of septic system inspection report lender & buyer
155. Coordinate sewer inspection, if required

156. Coordinate mold inspection ordered, if required
157. Coordinate inspections
158. Handle contingencies, if any
159. Confirm Verifications Of Deposit & Buyer's Employment Have Been Returned
160. Follow Loan Processing Through To The Underwriter
161. Contact lender weekly to ensure processing is on track
162. Relay final approval of buyer's loan application to seller
163. Coordinate buyer's professional home inspection with seller
164. Review home inspector's report
165. Assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
166. Schedule Appraisal
167. Provide comparable sales used in market pricing to Appraiser
168. Follow-Up On Appraisal
169. Assist seller in questioning appraisal report if it seems too low
170. Coordinate closing process with buyer's agent and lender
171. Update closing forms & files
172. Ensure all parties have all forms and information needed to close the sale
173. Confirm closing date and time and notify all parties
174. Assist in solving any title problems (boundary disputes, easements, etc.)
175. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing
176. Research all tax, HOA, utility and other applicable pro-rations
177. Request final closing figures from closing agent
178. Receive & carefully review closing figures on closing statement to ensure accuracy of preparation
179. Review final figures on closing statement with seller before closing
180. Follow-up with lender and selling agent regularly about the buyer's loan
181. Forward verified closing figures to buyer's agent
182. Request copy of closing documents from closing agent
183. Confirm buyer and buyer's agent have received title insurance commitment
184. Provide "Home Owners Warranty" for availability at closing
185. Review all closing documents carefully for errors
186. Forward closing documents to absentee seller as requested
187. Review documents with closing agent
188. Provide earnest money deposit check from escrow account to office
189. Coordinate financing, final inspections, closing and possession activities on seller's behalf to help ensure a smooth closing
190. Assist in scheduling the closing date for seller and all parties
191. Set up final walk-through of the property for buyers and their agent
192. Coordinate closing with seller's next purchase and resolve any timing problems
193. Arrange possession and transfer of the property (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.)
194. Have a "no surprises" closing and present seller a net proceeds amount at closing
195. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc.
196. Answer questions about filing claims with Home Owner Warranty company if requested
197. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
198. Respond to any follow-on calls and provide any additional information required from office files
199. Help seller relocate locally, or out of area with highly experienced referral partners across the globe -seller is sure to have the highest quality agent
200. Send letter with picture of seller's new home on it

Best Choice Realty is the #1 fastest growing real estate brokerage in the Puget Sound. You will benefit from the experience and contacts of the most professional, exceptional real estate agents!