

**Pre-listing & Listing:**

CMA – Goals & Pricing strategy
Listing Contract
Measuring Rooms
Identifying home's upgrades & desirable features
Property Disclosures & Informal Pre-inspections
Professional Photos (included at no cost)
Staging Assistance (Additional costs may apply)
Professional Cleaning (Additional costs may apply)

During Marketing Phase:

Lockbox & Sign Installation & Use
Listing Data Input (MLS online & mobile apps, Syndicate Sites, FB, Linked In, Realtor.com, Zillow, Trulia, etc)
(Optional) Video Tour of home's highlights
Marketing to Other Brokerages
Tracking Showings & Feedback Requests
Prompt response to Inquiries, Questions, Calls, etc.
Phone screening of potential buyer qualification
Monitoring market updates that affect your sale
Provide marketing materials for you to share (links & hard-copy)
Notify neighbors of new listing
Assist prospective buyers with mortgage calculations
Refer prospective buyers to lending, if needed
Communicate any issues (from feedback or observations) to seller
Showing Reports to Seller (bi-weekly)
Arranging Mowing Service
Spot Cleaning
Open Houses

Contracts:

Reviewing & Presenting Offers
Securing POF / Lender Letter
Contract Negotiations
E-Sign Access, Set-up, Usage
Provide contract and ongoing communication with Title Co
Property Disclosures Signed by buyer
Tracking & Follow-Up of Buyer's Progress
Review of Title Commitment
Coordinate & Communicate with all parties on Title issues (if any)
Confirm Earnest Money Deposit
Monitor Inspections (Home, Wind Mitigation, WDO, Well, Septic)
Advise seller and respond to post-inspection requests
Addendums (if needed)
Follow-up on scheduling Loan Progress & assuring required "TRID" Timelines
Appraisal & Survey scheduling secured and access provided

Closing:

Arrange for and provide instructions for "mail away" closing (if needed)
Assure house is ready for & schedule final walk-through inspection
Arrange for any needed special arrangements related to move
Assure buyer has arranged for utilities and/or seller disconnect utilities
Review closing docs for accuracy, communicate discrepancies with parties & answer seller questions related to closing
Ongoing Communication with Seller & other parties throughout

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