Working with Sellers

Step 1: Listing Presentation

**How to Prepare for Listing Presentation**

Use Seller Lead Sheet to gather information about the Seller, their motivation and the property (editable download included)

Get Tax Card ([www.vision.com](http://www.vision.com) OR<https://jeodonnell.com/> OR Google (Town) Assessor office

· Conduct Comparable Market Analysis (CMA) using FlexMLS

o 4-6 Sold Comps

o 2-4 Active/Pending Comps

o Identify the approximate price range prior to appointment

· Pull additional market data from “Market Summary” tab of MLS

· Pull additional market data from Realist (part of MaineListings)

· Download and Customize Listing Packet + know the information (editable download included)

· Create the following documents in ZipForm:

o Real Estate Brokerage Relationship Form

o Exclusive Right to Sell Agreement

· Also Print and bring:

o Property Disclosure

o MLS Input form

o State Mandated Documents

**Go on Listing Appointment:** Arrive on time, look professional, turn your phone on silent

1. Build rapport and getting to know the Sellers

· Ask the sellers for a tour of their home, allow them to talk, ask them lots of questions about the house and their motivation. Take notes on your Seller lead sheet

2. Explain home selling process

· Sit down at table, use your Listing Presentation to explain the details around listing their home for sale. Then talk them through your CMA and market data to determine a list price. *Note: use Objection handling scripts included*

3. Sign Documents

· Real Estate Brokerage Relationship Form – Client initials bottom of page

· Exclusive Right to Sell Agreement - They sign, you sign

*give copies of and explain state mandated docs*

Now that they have decided to list with you (at an agreed upon price), you’ll want to figure out a few additional details. Have a conversation with them about:

· Property Disclosures – Fill this out with your client

· MLS Input form – Fill this out with your client

· Explain to them how to prepare the home for photographs

· Decluttering their home

· Maintenance or repairs needed

· Preparing the home for showings (clean, smells good, items put away, etc)

· Sign in front yard – discuss location

· Lockbox on door – get a key, determine the best doorway

· Showing Schedule (when can buyers see the home, or NOT see the home)

· Open house schedule

Prepare to Go Live

· Schedule photographs

· Collect completed Property Disclosure

Collect copy of Deed -<https://i2a.uslandrecords.com/ME/>

· Pull tax card and tax map from town’s assessor office

· Go to code enforcement office for public records check (checklist in Command)

· Upload documents as outlined in Command/Opportunities/Documents

· Start inputting listings into MLS (Menu, Add Listing, follow prompt)

· Upload photos to MLS listing

· Call The Sign Guy (or your preferred company) to install your post and sign in front yard

· “GO LIVE” on MLS

· Update ShowingTime instructions and settings

As offers are made, put those offers into Command/Opportunities and review ALL offers with Sellers. Renegotiate/Counter-offer as needed. Once all parties agree, write in the effective date on top of agreement and have sellers sign in Command (docusign room) , then send back to Buyer Agent. You are now “Under Contract”.

Under Contract

**Action Items**

§ Change active status to Pending Status on MLS within 5 business days

§ Submit Command Listing Docs for Review (outlined below)

§ Set reminder in your calendar to submit prepare to close 15 days prior to closing

§ Send client congratulations email detailing critical dates from the purchase agreement and what to expect next. It’s better to over communicate vs under communicate

§ Buyer Agent will contact you for inspections. Coordinate time/day with Sellers

**Updating Your Command Opportunity:**

§ MLS Agent Synopsis (“Pending Status”) from MLS within 5 days

§ P&S Agreement fully executed and with effective date and Addenda

§ Receive Copy of Earnest Money Deposit (or confirmation of wire transfer)

§ Sellers Property Disclosure, initialed and signed by buyer

§ Lead-Base Paint Disclosure (Required if home build prior to 1978)

§ Deed initialed by buyer

§ Public Records Check List and all applicable documents

§ Home warranty/AHS Acceptance OR Waiver (must sign either way)

§ Additional Addenda (Multi-Family, Condo, Sale of Property, Kick-out, etc)

§ Pull flood map & Provide client with a copy. <https://msc.fema.gov/portal/search>

§ Obtain Made Application letter from lender/Buyer Agent

o If Cash deal, obtain Proof of Funds

§ Collect copy of EMD if P&S states it will be held by KW Realty

Buying Agent may Initiate a Contingency Investigation Addendum. If so:

· Coordinate with your Sellers and negotiate as needed

· If an ICA is agreed to and signed, upload to Command

**Prepare for Closing**

· Prepare the Prepare to Close document in Command to and email to:

kwmc31paperwork@gmail.com

· Send closing email to Client (Congrats, utility information, bring photo ID, what to expect at closing, referrals reminder)

· Once your Command Opportunity has been reviewed and APPROVED, your DA will appear in loop

· Send Disbursement Authorization (DA) from Command to Title company

o If NO DA, email Beth at kwmc31paperwork@gmail.com

· Schedule final walk-thru with client & buy agent

· Request Settlement Statement from Title company 5 Days prior to closing

· Verify commission on Settlement Statement is accurate and review with client

· If KW is holding Earnest Money Deposit, collect check from your mailbox and bring it to closing

Closing Table

· Greet everybody, offer coffee and water

· Seat Title Attorney at head of table

· Seat Sellers beside each other, on one side of table closest to Attorney

· Seat Buyers on opposite side of the table next to each other closest to Attorney

· Agents and Lender sit at far end of table

· Pay attention to the documents Attorney is reviewing

· Sign acknowledgement that you received your commission in relation to this transaction

· Ensure transfer of keys, garage door openers, access codes, etc.

· Remind Seller that this isn’t the end of your relationship and that you’ll be in touch

· Leave Closing with:

1. Newly issued Deed

2. Settlement Statement

3. Commission Checks

**Step 9: Post-Closing**

· Upload Settlement Statement, Deed and copy of commission checks to Command and submit for review

· Deliver KW royalty check to MCA drop box on First floor

· Deliver PC Check to PC office or put in Joe Quattrucci mailbox folder on 1st floor

· Update contact notes and system tags in Command

· Set reminders in Command for follow up dates (1 week, 1 month, 1 year)

· Change MLS status to sold