


60 WAYS I SERVE YOU AS A SELLING AGENT

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REALTOR KEVIN

1. Make appointment with the Seller(s) for listing presentation.
2. Research all comparable active, pending and sold properties for days on the market.
Sales price vs list price percentage change.
3. Accumulate research data into a Comparative Market Analysis (CMA) to establish a fair market value.
4. Contact a Title Company for up-to-date county records of the property, order a preliminary title report.
5. Verify legal names of ownership - either individuals, trust, LLC etc.
6. Join the seller for an interior and exterior tour of property for an assessment of curb appeal and interior staging.
7. Confirm schools and discuss the impact of schools on the value of the home.

8. Discuss current market conditions, and supply the seller(s) with the current MLS Market Action Report.
9. Discuss the seller(s) goals, wants and needs.
10. Formulate a strategy for success based on all contributing factors. Seller goals/needs, market conditions and property condition
11. Discuss the Marketing Strategies, utilizing local RMLS, Realtor.com, Zillow, Redfin, Instagram, Facebook, YouTube etc.
12. Set dates for professional photos and video of the property.
13. Explain the listing contract, agency relationship and associated paperwork.
14. Provide and explain the Sellers Net Sheet.

15. Discuss the selling agent and buyer's agent compensation.

16. Explain my role in screening for qualified buyers, whether they have representation or not.

17. Gather square footage/room measurements.

18. Have the seller(s) explain the age and condition of the heating, cooling, electrical, plumbing, windows and roof.

19. Confirm lot size and boundaries.

20. If applicable, confirm HOA contact information, and have seller(s) order HOA financials and meeting minutes.

21. Discuss sign placement.

22. Review the seller(s) schedule for most convenient showing schedule and use of Aligned & Showing Time for showing appointment approval.

23. Have utility companies provide average utility usage from the last 12 months.

24. Post Listing appointment.

25. Order company "Sale" sign, if applicable.

26. Discuss placement and hang lockbox.

27. Compile a detailed list of the property's improvements, updates and conveyances to be included in the listing as a PDF.

28. Review showing schedule with the seller(s) prior to making the listing active.

29. Enter listing data into RMLS with seller approved dates for activation.
30. With the help of Chat GP, write a property description, up to 2,000 characters, send to seller(s) for approval.
31. Send photos and video to the seller(s) for approval.
32. Open a listing file with our transaction coordinator.
33. Supply flyers or perma-flyer with property information at the sign post.
34. Mail out "Just Listed" postcards to the surrounding neighborhood.
35. Advertise Open houses in the RMLS, distributing to real estate websites (Realtor.com, Zillow, Redfin etc.)
36. Post the listing and any open houses in Facebook, Facebook Marketplace and Instagram.
37. Follow up with all showing agents for feedback, post showings. Forward all feedback to the seller(s).
38. Make weekly "check-in" phone call to seller(s) each Monday.
39. Once an offer/offers are received.
40. Receive and review and forward all offer(s).
41. Call buyer's lender to confirm the buyers qualifications.
42. Evaluate the offer(s) and prepare a net sheet for the seller(s).

43. Contact seller(s) to arrange a meeting/phone call to discuss the specifics of the offer(s).

44. Prepare the offer for signatures for acceptance or counter offer.

45. Once there is mutual acceptance, send all documents to our transaction coordinator and title company to open escrow.

46. Ensure that the seller(s) have copies of all signed documents.

47. Continue to present offers to the seller(s), if any are received after pending status.

48. Confirm inspection schedule with the seller(s). The typical home inspection last 3-4 hours. Seller(s) will need to vacate during the buyer's inspection.

49. Make weekly check in calls with the lender to check on progress.

50. Work with the seller(s) to negotiate any requested repairs.

51. Provide the seller(s) with referral for any contractors needed for the repair process.

52. Provide comparable sales information to the appraiser, if allowed.

53. Follow up with the lender on the appraisal status.

54. Ensure that all documents needed for closing have been delivered to escrow.

55. Have the escrow officer coordinate with the seller(s) to establish a day and time for final document signing.

56. Review the estimated closing statement received from escrow to ensure accuracy.

57. Attend the final signing at the title company with the seller(s).

58. Discuss my Client Appreciation Program with the seller(s) for continued service after the sale.

59. Be available to help with any issues related to the seller(s) move out process.

60. Notify the seller(s) once the loan has funded, the documents have been recorded with the county and the sale is officially closed.

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REALTOR KEVIN WITH REMAX EQUITY
GROUP!**

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