



## **The Multiple Ways the YERO TEAM will Serve You as a Seller**

1. Confirm your needs and make appointment for a listing presentation
2. Research comparable properties
3. Research sales activity from MLS/public records data and prepare comparative market analysis (CMA) to establish fair market value
4. Research average days on market for property of this type, price range and location
5. Download and review property tax roll/assessor information
6. Obtain copy of subdivision plat/complex layout if available
7. Research property's ownership, deed type, and public record information for lot size and dimensions
8. Research and verify legal description
9. Research property's land use coding, zoning and deed restrictions
10. Verify legal names of owner(s) in county's public property records
11. Prepare listing presentation package with above materials
12. Perform exterior curb appeal assessment of subject property

### **Listing Management**

13. Give overview of market conditions and projections
14. Tour Property
15. Present Century 21 - Western's profile and Yero Team's niche in the market
16. Present preliminary CMA, including comparable properties, sold properties, and current and expired listings
17. Discuss marketing goals with you
18. Explain market power and benefits of MLS marketplaces, Century 21 - Western, Parady, Adwerx
19. Explain power of web marketing, IDX (Internet Data Exchange) and realtor.com
20. Offer pricing strategy with updates to CMA based on tour of home, upgrades, and personal professional judgment and current market conditions
21. Explain the work you do behind the scenes and your availability on weekends
22. Explain your role in screening for qualified buyers and protecting you from curiosity seekers
23. Explain transaction and agency brokerage relationship
24. Review and explain all clauses in listing agreement and addendum and obtain seller's signature once property is under listing agreement
25. Review current title information
26. Gather overall and heated square footage information
27. Note all unrecorded property liens, agreements, or easements
28. Obtain house plans, if applicable and available



29. Confirm lot size via owner's copy of certified survey, if available
30. Discuss showing times with you and prepare showing instructions for the buyer's agents
31. Discuss possible buyer financing alternatives/options with you
32. Review current appraisal if available
33. Identify homeowner association manager if applicable
34. Verify homeowner association fees - mandatory or optional
35. Order copy of homeowner association bylaws
36. Research electricity supplier's name and phone number
37. Request to have utility companies provide average utility usage from last 12 months
38. Research and verify city sewer/septic tank system/well status
39. Research/verify natural gas availability, supplier's name and phone number
40. Verify security system and current terms of service
41. Verify if you have transferable termite bond
42. Ascertain need for lead-based paint disclosure
43. Detail property amenities and assess market impact
44. Prepare detailed list of property's inclusions and conveyances
45. Compile list of completed repairs and maintenance items
46. Explain benefits of homeowner warranty
47. Have extra keys made for lockbox
48. Verify if property has rental units involved
49. If the property does have rental units, make copies of all leases for retention in listing file
50. Verify all rents and deposits
51. Inform tenants of listing and discuss how showings will be handled
52. Explain recording/monitoring devices during showings
53. Arrange for installation of yard sign
54. Provide suggestions on curb appeal and decor to improve salability
55. Prepare profile sheets for MLSs and enter property data into local MLS databases and proofread for accuracy, including proper placement in map
56. Add property to company's active listings list
57. Provide you with copies of listing agreement and MLS profile sheets within 48 hours or within required time of MLS
58. Take additional photos for upload into MLS and use in marketing
59. Create print and internet marketing with your input
60. Coordinate showing with you, tenants and other agents
61. Install and program electronic lockbox if authorized
62. Prepare mailing and contact list, and generate mail-merge letters
63. Prepare marketing campaign for posting on social media if approved by you
64. Prepare fliers and feedback reports
65. Prepare property marketing brochure for your review



66. Send marketing brochures to all company agents
67. Upload listing to company and agent internet site, if applicable
68. Advise network referral program of listing
69. Provide marketing data to buyers coming from referral network
70. Reprint/supply brochures promptly as needed
71. Follow up with the buyer's agents after showings
72. Review weekly market study
73. Discuss showing feedback with you
74. Set up marketing reports on showing-time application and company website
75. Place regular weekly update calls to you to discuss marketing and pricing
76. Promptly enter price changes in MLS

### **Offers**

77. Receive and review all offer-to-purchase contracts
78. Explain merits and weaknesses of offers, being sure to factor out unconscious bias
79. Contact the buyer's agents to review buyer's qualifications and discuss offer
80. Deliver seller's disclosure upon request
81. Evaluate offer(s) and prepare net sheet for you for comparison purposes
82. Confirm buyer is prequalified by calling loan officer
83. Obtain buyer's prequalification by calling loan officer if no submitted with offer
84. Negotiate all offers per your direction on your behalf, and set time limit for loan approval and closing
85. Prepare counteroffers and amendments; convey to the buyer's agent
86. Create spreadsheets for easy review of multiple bids
87. Email or send contract and addendums to the closing agent
88. When offer-to-purchase contract is accepted, deliver to the buyer's agent
89. If needed, negotiate seller/buyer rent back

### **Contracts**

90. Record and promptly deposit the buyer's earnest money in escrow account
91. Disseminate under-contract showing restrictions as you request
92. Deliver copies of fully signed offer-to-purchase contract to you and the lender
93. Advise you of additional offers submitted between contract and closing
94. Change MLS status to sale pending
95. Provide credit report information to you if property will be seller-financed
96. Coordinate with the lender on discount points being locked in with dates
97. Confirm that verifications of deposit and buyer's employment have been returned
98. Follow loan processing through to the underwriter



99. Add lender and other vendors to our management program so that the agents, buyer and you can track progress of sale
100. Contact the lender weekly to ensure processing is on track
101. Relay final approval of buyer's loan application to you

### **Home and Other Inspections**

102. Coordinate with you for the buyer's professional home inspection
103. Review home inspector's report
104. Negotiate repairs and/or contingency
105. Ensure your compliance with the home inspection clause requirements
106. Help you identify contractors to perform any required repairs
107. Deliver unrecorded property information to the buyer
108. Handle septic system and well flow reports, and assess any possible impact on sale

### **Appraisal**

109. Work with you and the lender to schedule appraisal
110. Provide the appraiser any comparable sales used in market pricing
111. Assist seller in questioning appraisal report if it falls below the contract price
112. Negotiate any appraisal contingency if needed

### **Process for Closing**

113. Ensure the contract is properly signed by all parties
114. Coordinate closing date and time with the buyer's agent and lender
115. Update closing forms and files
116. Ensure all parties have all forms and information needed to close the sale
117. Work with the buyer's agent in scheduling the buyer's final walk-through prior to closing
118. Double-check all tax, homeowners association dues, utility, and applicable prorations
119. Request final closing figures from the closing agent
120. Review closing figures to ensure accuracy of preparation
121. Confirm the buyer and the buyer's agent have received title insurance commitment
122. Forward closing documents to absentee seller as requested
123. Review documents with the closing agent
124. Ensure no surprises so that you receive net-proceeds check at closing
125. Refer you to qualified agents at your destination if needed
126. Facilitate the transfer of keys and accessories