

# Home Selling Mastery: 179 Key Actions

As your dedicated REALTOR®, I go beyond just placing a “For Sale” sign on your lawn. I’ve compiled a list of 179 actions I take to ensure your home sells successfully, demonstrating my commitment to excellence and your success.

Choosing me as your REALTOR® means choosing a partner who values your success as much as you do and is committed to achieving the best possible outcome for you.



Jay Rezendes  
Your Realtor® for Life

 NATIONAL  
ASSOCIATION OF  
REALTORS®

# PRE-LISTING ACTIVITIES



1. Make appointment with seller for listing presentation
2. Send seller a written or e-mail confirmation of listing appointment and call to confirm
3. Review pre-appointment questions
4. Research all comparable currently listed properties
5. Research sales activity from Local MLS Broker Marketplaces and public records databases
6. Research *Average Days on Market* for property of this type, price range, and location
7. Download and review property tax roll/assessor information
8. Prepare preliminary Comparable Market Analysis (CMA) to establish fair market value
9. Obtain copy of subdivision plat/complex lay-out
10. Research property's ownership and deed type
11. Research property's public record information for lot size and dimensions
12. Research and verify legal description
13. Research property's land use coding and deed restrictions
14. Research property's current use and zoning
15. Verify legal names of owner(s) in county's public property records
16. Prepare listing presentation package with above materials
17. Perform exterior Curb Appeal Assessment of subject property
18. Compile a formal file on property
19. Confirm current public schools and explain impact of schools on market value
20. Review listing appointment checklist to ensure all steps and actions are completed
21. Review Obsolete Property Rehabilitation Act (OPRA) Report from Township for all permitted records
22. Add client into your database



# LISTING APPOINTMENT PRESENTATION



- 23.** Give seller an overview of current market conditions and projections
- 24.** Tour property
- 25.** Review agent's and company's credentials and accomplishments in the market
- 26.** Present company's profile and position or niche in the marketplace
- 27.** Present preliminary CMA to seller, including comparable properties, sold properties, current listings, and expired listings
- 28.** Offer pricing strategy with updates to CMA based on tour of home and updates, upgrades professional judgment, and current market conditions
- 29.** Discuss goals with seller to market effectively
- 30.** Explain market power and benefits of Local MLS Broker Marketplaces
- 31.** Explain market power of web marketing, IDX and REALTOR.com
- 32.** Explain the work you do behind the scenes and your availability on weekends
- 33.** Explain role in screening for qualified buyers and protect seller from curiosity seekers
- 34.** Present and discuss strategic master marketing plan
- 35.** Explain transaction/agency brokerage relationship
- 36.** Review and explain all clauses in listing contract and addendum, then obtain seller's signature once property is under listing agreement
- 37.** Review current title information
- 38.** Gather square footage/measure overall and heated square footage as required
- 39.** Measure interior room sizes
- 40.** Confirm lot size via owner's copy of certified survey, if available
- 41.** Note all unrecorded property liens, agreements, easements
- 42.** Obtain house plans, if applicable and available
- 43.** Review house plans and make copy
- 44.** Prepare showing instructions for buyers' agents and showing times with seller
- 45.** Discuss possible buyer financing alternatives and options with seller
- 46.** Review current appraisal if available
- 47.** Identify Homeowner Association manager if applicable
- 48.** Verify Homeowner Association Fees with manager—mandatory or optional, plus fees
- 49.** Order copy of Homeowner Association bylaws, if applicable
- 50.** Research electricity availability, supplier's name, and phone number

# LISTING APPOINTMENT PRESENTATION (CONTINUED)



51. Have utility companies provide average utility usage from last 12 months of bills
52. Research and verify city sewer/septic tank system
53. Calculate average water fees or rates from last 12 months of bills
54. Confirm well status, depth and output from Well Report
55. Natural Gas: Research/verify availability, supplier's name, and phone number
56. Verify security system, current terms of service and whether owned or leased
57. Verify if seller has transferable Termite Bond
58. Ascertain need for lead-based paint disclosure
59. Prepare detailed list of property amenities and assess market impact
60. Prepare detailed list of property's inclusions and conveyances with sale
61. Compile list of completed repairs and maintenance items
62. Send vacancy checklist to seller if property is vacant and register the property with the township if it is vacant or a rental home
63. Explain benefits of Homeowner Warranty to seller
64. Assist sellers with completion and submission of Homeowner Warranty Application
65. Place Homeowner Warranty in property file for conveyance at time of sale
66. Have extra key made for lockbox and one for your file
67. Verify if property has rental units involved.
68. If the property does have rental units, make copies of all leases for retention in listing file
69. Verify all rents and deposits
70. Inform tenants of listing and discuss how showings will be handled



# LISTING YOUR HOUSE



- 71.** Arrange for installation of yard sign
- 72.** Complete new listing checklist
- 73.** Review curb appeal assessment and provide suggestions to improve saleability
- 74.** Review interior décor assessment and suggest changes to shorten time on market
- 75.** Load listing into transaction management software program
- 76.** Prepare Local MLS Broker Marketplaces Profile Sheet
- 77.** Enter property data from Profile Sheet into Local MLS Broker Marketplaces Database
- 78.** Proofread Local MLS Broker Marketplaces database listing for accuracy—including proper placement in map
- 79.** Add property to company's active listings list
- 80.** Provide seller copies of the listing agreement and Local MLS Broker Marketplaces Profile Sheet within 48 hours or within the time period of Local MLS Broker Marketplace guidelines
- 81.** Take additional photos for upload into Local MLS Broker Marketplaces and use in fliers
- 82.** Create print and internet ads with seller's input
- 83.** Coordinate showings with owners, tenants, and other agents.
- 84.** Return all calls
- 85.** Install electronic lock box if authorized. Program agreed-to showing times
- 86.** Prepare mailing and contact list
- 87.** Generate mail-merge letters to contact list
- 88.** Order *Just Listed* labels and reports
- 89.** Prepare fliers and feedback reports
- 90.** Review comparable Local MLS Broker Marketplaces regularly to ensure property remains competitive
- 91.** Prepare property marketing brochure for seller's review
- 92.** Arrange for printing or copying of marketing brochures or fliers
- 93.** Place marketing brochures in all company agent mailboxes
- 94.** Upload listing to company and agent Internet site, if applicable
- 95.** Mail out *Just Listed* notice to all neighborhood residents
- 96.** Advise network referral program of listing
- 97.** Provide marketing data to buyers through international relocation network buyers
- 98.** Provide marketing data to buyers coming from referral network
- 99.** Provide *Special Feature* cards for marketing, if applicable

# LISTING YOUR HOUSE



**100.** Submit ads to company's participating internet real estate sites

**101.** Price changes conveyed promptly to all internet groups

**102.** Reprint/supply brochures promptly as needed

**103.** Feedback e-mails sent to buyers' agents after showings

**104.** Review weekly market study

**105.** Discuss with sellers any feedback from showings to determine if changes are needed

**106.** Set up marketing reports on showing-time application and company website

**107.** Place regular weekly update calls to seller to discuss marketing and pricing

**108.** Promptly enter price changes in the Local MLS Broker Marketplaces database



## OFFERS

**109.** Receive and review all *Offer to Purchase* contracts submitted by buyers' agents.

**110.** Evaluate offer(s) and prepare a net sheet for the owner for comparison purposes

**111.** Explain merits and weakness of each offer to sellers

**112.** Contact buyers' agents to review buyer's qualifications and discuss offer

**113.** Deliver *Seller's Disclosure* to buyer upon request and prior to offer if possible. Upload to the Local MLS Broker Marketplaces additional documents at time of listing

**114.** Confirm buyer is pre-qualified by calling loan officer

**115.** Obtain buyers' pre-qualification letter from loan officer if not submitted with offer

**116.** Negotiate all offers per seller's direction on seller's behalf, set time limit for loan approval and closing

**117.** Prepare and convey counteroffers, acceptance or amendments to buyer's agent

**118.** Create excel spreadsheets for easy review on multiple bids

**119.** Email or send copies of contract and all addendum's to the closing attorney or title company

**120.** When *Offer to Purchase* contract is accepted, deliver to buyer's agent

## CONTRACTS

**121.** Record and promptly deposit buyer's earnest money in escrow account

**122.** Disseminate under-contract showing restrictions as seller requests

**123.** Deliver copies of fully signed *Offer to Purchase* contract to seller

**124.** Deliver copies of *Offer to Purchase* contract to lender

**125.** Provide copies of signed *Offer to Purchase* contract for office file

**126.** Advise seller of additional offers submitted between contract and closing

**127.** Change status in Local MLS Broker Marketplaces to *Sale Pending*

**128.** Update transaction management program to show *Sale Pending*

**129.** Provide credit report information to seller if property will be seller-financed

**130.** Assist buyer with obtaining financing, if applicable, and follow-up as necessary

**131.** Coordinate with lender on discount points being locked in with dates

# INSPECTIONS



- 132.** Deliver unrecorded property information to buyer
- 133.** Order septic system inspection, if applicable
- 134.** Receive and review septic system report, and assess any possible impact on sale
- 135.** Deliver copy of septic system inspection report lender and buyer
- 136.** Deliver Well Flow Test Report copies to lender and buyer, and property listing file
- 137.** Verify termite inspection ordered
- 138.** Verify mold inspection ordered, if required
- 139.** Confirm verifications of deposit and buyer's employment have been returned
- 140.** Follow loan processing through to the underwriter
- 141.** Add lender and other vendors to your management program so agents, buyer, and seller can track progress of sale
- 142.** Contact lender weekly to ensure processing is on track
- 143.** Relay final approval of buyer's loan application to seller





# HOME INSPECTIONS

**144.** Coordinate with seller for buyer's professional home inspection

**145.** Review home inspector's report

**146.** Enter completion into transaction management tracking program

**147.** Explain seller's responsibilities, and recommend an attorney interpret any clauses in the contract

**148.** Ensure seller's compliance with *Home Inspection Clause* requirements

**149.** Assist seller with identifying contractors to perform any required repairs

**150.** Negotiate payment, and oversee all required repairs on seller's behalf, if needed



# THE APPRAISAL

**151.** Schedule appraisal

**152.** Provide to appraiser any comparable sales used in market pricing

**153.** Follow-up on appraisal



# PROCESSING FOR CLOSING



- 154.** Enter completion into transaction management program
- 155.** Assist seller in questioning appraisal report if it seems too low
- 156.** Get contract signed by all parties
- 157.** Coordinate closing process with buyer's agent and lender
- 158.** Update closing forms and files
- 159.** Ensure all parties have all forms and information needed to close the sale
- 160.** Select location where closing will be held
- 161.** Confirm closing date and time, and notify all parties
- 162.** Assist in solving any title problems or in obtaining death certificates
- 163.** Work with buyer's agent in scheduling buyer's final walk-thru prior to closing
- 164.** Double check all tax, homeowners' association dues, utility, and applicable prorations
- 165.** Request final closing figures from closing agent (attorney or title company)
- 166.** Receive and carefully review closing figures to ensure accuracy of preparation
- 167.** Confirm buyer and buyer's agent have received title insurance commitment
- 168.** Provide homeowners warranty for availability at closing
- 169.** Forward closing documents to absentee seller as requested
- 170.** Review documents with closing agent (attorney)
- 171.** Coordinate closing with seller's next purchase, and resolve any timing problems
- 172.** Have a *no-surprises* closing so seller receives a net-proceeds check at closing
- 173.** Refer sellers to one of the best agents at their destination, if applicable
- 174.** Change Local MLS Broker Marketplaces status to *Sold*. Enter sale date, price, selling broker, etc.



# FOLLOW-UP AFTER CLOSING



**175.** Share the warranty paperwork for claims in the future

**176.** Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied

**177.** Respond to any calls and provide any information required from office files

**178.** If a rental, verify all deposits and prorated rents are reflected accurately on the closing statement

**179.** Close out listing in your management program



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# CONTACT JAY



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