



LISTING PROCESS CHECKLIST











 **KITCHELL
GROUP**

REAL ESTATE








LISTING PROCESS CHECKLIST


| Mark with an  upon completion | STAGE 1 SET UP |
|--|---|
| |  <p>Send Seller Market Snapshot for Client's Home and Draft Seller's Estimated Cost Sheet prior to listing appointment based on average sales in area.</p> |
| |  <p>Visit Home and Create a List of Recommended Improvements/Staging Recommendations to maximize sale price.</p> |
| |  <p>Review Seller Market Snapshot after home tour and perform detailed analysis to determine estimated sale price.</p> |
| |  <p>Update Seller Estimated Cost Sheet based on revised estimated sales price</p> |
| |  <p>Send Seller Market Snapshot & Seller Estimated Cost Sheet for Seller for review.</p> |
| |  <p>Determine Final List Price and discuss and finalize with Seller.</p> |
| |  <p>Create Listing Paperwork Create listing paperwork and send to Seller via eSign system (easy to use!) or meet to sign paperwork... whichever is convenient for the Seller.</p> |
| |  <p>Send List of Recommended Improvements/Staging Recommendations to the Seller.</p> |
| |  <p>Schedule Photo Shoot and Send Photo Prep Checklist to Client.</p> |
| |  <p>Confirm with Seller Receipt of all Required Seller Disclosures.</p> |

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| Mark with an <input checked="" type="checkbox"/> upon completion | STAGE 1 SET UP (Cont.) |
|--|---|
| |  <p>Determine Title Company Up Front to be used for title work and closing activities – customary for seller to select.</p> |
| |  <p>Client: Make 2 Extra House Keys for Realtor</p> |
| |  <p>Check for Open or Expired Permits Seller should address these as soon as possible</p> |
| |  <p>Take Photos and Thoroughly Edit Photos in PhotoShop Excellent editing can make you home look like a magazine spread, maximizing price.</p> |
| |  <p>Create MLS Listing in MLS and Upload Photos</p> |
| |  <p>Create Showing Service Account to provide showing instructions to agents and to record/track showing activity and feedback (which is automatically emailed to Seller when entered).</p> |
| |  <p>Send MLS Listing Draft and Showing Instructions to Client for review/approval</p> |
| |  <p>Order FOR SALE sign to be placed at property</p> |
| |  <p>Supraweb.com Associate electronic lockbox with MLS ID/address to track agents visiting home.</p> |
| |  <p>ACTIVATE LISTING (!!) Once client signs off on MLS listing.</p> |




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| Mark with an <input checked="" type="checkbox"/> upon completion | STAGE 2 MARKETING |
|--|---|
| |  <p>Post to 300+ national and international property listing websites on Internet (Realtor.com, Zillow, Yahoo! Real Estate, Trulia, etc., posted within 24 hours of activation via exclusive affiliate agreement with KW)</p> |
| |  <p>Email Blast to Keller Williams Tampa Realtors (400+ fellow agents in Tampa office)</p> |
| |  <p>Post to Multiple Public Facebook Pages, Team Business Page and Personal Facebook Pages</p> |
| |  <p>As showings occur Call agents for feedback after showings and provide to client</p> |
| |  <p>Send weekly updates to Client every Monday (client can view showing activity any time via Centralized Showings website)</p> |
| |  <p>Track sales activity in neighborhood to review list price</p> |
| |  <p>Review list price As needed, based on showing activity and any changes in client goals. Discuss with client to determine action necessary, if any.</p> |

| Mark with an <input checked="" type="checkbox"/> upon completion | STAGE 3 OFFER PROCESS |
|--|---|
| |  <p>Confirm the title company (If not yet decided) to be used for title work and closing activities – seller selects.</p> |

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| Mark with an <input checked="" type="checkbox"/> upon completion | STAGE 3 OFFER PROCESS Cont. |
|--|---|
| |  <p>Review offers and provide Offer Summary Provide updated Seller Estimated Cost Sheet to client</p> |
| |  <p>Answer any questions regarding contract/offer Provide guidance and current market insight</p> |
| |  <p>Finalize offer Coordinate signature of all necessary legal documents</p> |
| |  <p>Send final fully-executed contract to client, title co. and buyer agent</p> |

| Mark with an <input checked="" type="checkbox"/> upon completion | STAGE 4 CLOSING PROCESS | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|---|--|----------------------------|--|-------------------------|--|--------------|--|--------------------------------|--|-------------------------------|--|---------------------|--|---|--|------------------|--|-------------------------------|--|--------------------------|--|--|--|------------------------------|--|--|--|
| |  <p>Send all milestone dates for contract, along with and repair allowances (if any)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Effective Date</td> <td style="width: 25%;"></td> <td style="width: 50%;">Additional Escrow Due Date</td> <td style="width: 25%;"></td> </tr> <tr> <td>Escrow Deposit Due Date</td> <td></td> <td>Closing Date</td> <td></td> </tr> <tr> <td>Financing Application Deadline</td> <td></td> <td>Max Out of Pocket for Repairs</td> <td></td> </tr> <tr> <td>Inspection Deadline</td> <td></td> <td>Max Out of Pocket for Termite Treatment</td> <td></td> </tr> <tr> <td>Termite Deadline</td> <td></td> <td>Max Out of Pocket for Permits</td> <td></td> </tr> <tr> <td>Financing Commitment Due</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Inspection Response Due Date</td> <td></td> <td></td> <td></td> </tr> </table> | Effective Date | | Additional Escrow Due Date | | Escrow Deposit Due Date | | Closing Date | | Financing Application Deadline | | Max Out of Pocket for Repairs | | Inspection Deadline | | Max Out of Pocket for Termite Treatment | | Termite Deadline | | Max Out of Pocket for Permits | | Financing Commitment Due | | | | Inspection Response Due Date | | | |
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| Financing Application Deadline | | Max Out of Pocket for Repairs | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Inspection Deadline | | Max Out of Pocket for Termite Treatment | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Termite Deadline | | Max Out of Pocket for Permits | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Financing Commitment Due | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Inspection Response Due Date | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| |  <p>Send Closing Instructions to Seller Clients to prepare them for Closing</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| |  <p>Track all dates during closing process to ensure contract compliance, assist seller clients in obtaining estimates and repair, or renegotiate as needed. Draft proper documents to address issues and obtain signatures from all parties. Send back fully-executed document to Buyer Agent and Client.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Mark with an <input checked="" type="checkbox"/> upon completion | STAGE 4 CLOSING PROCESS Con't. |
|--|---|
| |  <p>Obtain Inspection Contingency Release from Buyer Agent once inspection issues have been cleared (signed by buyer). Obtain signature from Client, and Email fully-executed document to Buyer Agent and Seller.</p> |
| |  <p>Meet Appraiser at Property and Present Support to Justify Contract Price</p> |
| |  <p>If issues occur with appraisal Review appraisal. If an appeal is justified, write it up and send to lender for review. If not, negotiate as needed.</p> |
| |  <p>Track financing process Request Clear-to-Close from Buyer Agent (unless Cash deal) by Financing Commitment Date. If any delays in closing are expected to occur, draft amendment to extend contract date and obtain signatures from all parties. Send back fully-executed document to Buyer agent and Client.</p> |
| |  <p>Alert Title Company of any delays in closing</p> |
| |  <p>Coordinate Closing Appointment with Buyer Agent and Title Co.</p> |
| |  <p>Bring ID to Closing – U.S. Citizens: Driver’s licenses only. Non-citizens – Driver’s licenses & permanent residence IDs.</p> |
| |  <p>Request final HUD/Closing Statement from Title Company for review prior to Closing Appointment Discuss any discrepancies with client. Coordinate any corrections as needed.</p> |
| |  <p>CLOSE!!!!</p> |