

# THE 55 TASKS CALIBER AGENTS DO FOR YOU

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You may not be aware of all the services that we provide to sellers during the course of the transaction, probably because most of the important services are performed behind the scenes.

## ■ PRE-LISTING ACTIVITIES.

1. Research all comparable currently listed properties.
2. Research recent sales activity.
3. Research “average days on market” for properties similar in type, price and location.
4. Prepare “comparable market analysis” (CMA) to establish market value.
5. Prepare listing presentation package with above materials.

## ■ LISTING APPOINTMENT PRESENTATION.

6. Give seller an overview of current market conditions and projections.
7. Present CMA results, including comparable, sold, current listings, and expired.
8. Offer professional pricing and strategy.
9. Discuss goals to market effectively.
10. Explain market power and benefits of co-broking.
11. Explain market power of web marketing.
12. Explain the work the broker and agent do “behind the scenes” and agent’s availability on weekends.
13. Explain agent’s role in screening qualified buyers to protect against curiosity seekers.
14. Review listing contract and obtain seller’s signature.

## ■ AFTER LISTING AGREEMENT IS SIGNED.

15. Prepare showing instructions for buyers’ agents and agree on showing time with seller.
16. Get management company contact information / property manager, transfer agent
17. Get a copy and review the last 2 years financial statements, offering plan, amendments, bylaws and sales application.
18. Prepare detailed list of property amenities and assess market impact.



## ■ ENTERING PROPERTY IN LISTINGS DATABASE.

- 19. Agent is responsible for “quality control” and accuracy of listing data.
- 20. Enter property data to the active listing database within 48 hours
- 21. Provide seller with signed copies of Listing Agreement and listing links within 48 hours.

## ■ MARKETING THE LISTING.

- 22. Take professional photos, videos.
- 23. Prepare the marketing ads and material.
- 24. Coordinate showings.
- 25. Return all calls-weekends included.
- 26. Prepare mailing and contact lists.
- 27. Prepare and mail “Just Listed” marketing materials.
- 28. Prepare flyers and feedback forms.
- 29. Review comparable listings regularly to ensure property remains competitive in price and terms.
- 30. Send feedback e-mails/faxes to buyers’ agents after showings.
- 31. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale.
- 32. Place regular weekly update calls to seller to discuss marketing and pricing.

## ■ THE OFFER AND THE CONTRACT.

- 33. Receive and review all Offer to Purchase contracts submitted by buyers or buyers’ agents.
- 34. Evaluate offer(s). Counsel seller on offers. Explain merits and weakness of each component of each offer.
- 35. Contact buyers’ agents to review buyer’s qualifications and discuss offer.
- 36. Obtain pre-approval letter on buyer from loan officer.
- 37. Negotiate all offers on seller’s behalf, setting time limit for loan approval and closing date.
- 38. Prepare and convey any counteroffers, acceptance or amendments to buyer’s agent.
- 39. Advise seller in handling additional offers to purchase submitted between accepted offer and contract being fully executed.

## ■ TRACKING THE LOAN PROCESS.

- 40. Follow up financing aspect weekly to ensure processing is on track.
- 41. Relay final approval of buyer’s loan application to seller.

## ■ THE APPRAISAL.

- 42. Schedule appraisal.
- 43. Provide comparable sales used in market pricing to appraiser.
- 44. Follow up on appraisal.
- 45. Assist seller in questioning appraisal report as needed.



## THE CO-OP BOARD APPROVAL OR CONDO APPLICATION PROCESS.

- 46. Review sales application package submitted by the buyer to make sure that it is completed.
- 47. Confirm that all financial supporting documents correspond with the application.
- 48. Make sure that the reference letters are well written.
- 49. Prepare buyers for coop board interview.

## CLOSING PREPARATIONS AND DUTIES.

- 50. Coordinate closing process with buyer's agent and lender.
- 51. Update closing forms and files.
- 52. Ensure all parties have all forms and information needed to close the sale.
- 53. Confirm closing date and time and notify all parties.
- 54. Change Listing status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
- 55. Close out listing in transaction management program.

