



The REALTOR®'S Critical Role in the Real Estate Transaction



Why Was This List Prepared?

Surveys show that many homeowners and home buyers are not aware of the true value they receive in the services a REALTOR® provides during the course of a real estate transaction. At the same time, regrettably, REALTORS® have generally assumed that the expertise, professional knowledge and just plain hard work that go into bringing about a successful transaction were understood and appreciated.

Many of the most important services and steps are performed “behind the scenes” by either the REALTOR® or the brokerage staff and have been traditionally viewed simply as part of their professional responsibilities to their client. But, without them, the transaction could be placed in jeopardy.

This publication seeks to close that gap.

Listed on the following pages are nearly 200 typical actions, research steps, processes and review stages necessary for a successful residential real estate transaction and normally provided by a full service real estate brokerage and for which they are entitled to fair compensation.

“Will there be ongoing search for a property if I list with you?”

The Selling of a home can be stressful and the big fear in any market is whether the homeowner can find the “right” property” before selling. Our approach is to have that consultation ahead of time wherever possible to alleviate the stress of “knowing where you are going”. Hiring Wes Jamison is a first step to a logical, ethical and professional approach in real estate transactions that many other area Realtors ® do not have. As a Real Estate Professional and Associate Broker, Wes knows the best services and marketing strategies to help make the transaction the most rewarding possible. A home search will be initiated early and on-going support offered every step of the way.

Completeness of the List

The list is by no means an attempt to set forth a complete list of services as these may vary within each brokerage and each market. Many REALTORS® routinely provide a wide variety of additional services that are as varied as the nature of each transaction.

By the same token, some transactions may not require some of the steps to be successful. However, most would agree that given the unexpected complications that can arise, it's far better to know about a step and make an intelligent, informed decision that it is not needed, than to not know the possibility even existed.

The REALTOR® Commitment

Through it all, the REALTOR®'s personal and professional commitment is to ensure that a seller and buyer are brought together in an agreement that provides each of them a “win” that is fair and equitable. Their motivation is easy to understand. For most full-service brokerages, there is no compensation unless and until the sale closes.

By contrast, there are firms that offer “limited-services” in exchange for either an upfront flat fee or perhaps offer a menu of pay-as-you-go or “a la' carte” services. Some even offer a sliding scale from limited to full service. In these cases, the REALTOR®'s compensation is based on the level of service they provide. In short, it's the age-old market adage that “you get what you pay for.”

A Variety of Choices

It can truly be said the variety of brokerage business models in today's real estate industry affords the homeowner a greater range of options than ever before. But no matter which option homeowners choose, before signing a Listing Agreement or otherwise engaging the services of a REALTOR® and agreeing to compensate them, they should understand exactly what specific services will, or will not, be provided.

Why Use A REALTOR®?

Not every licensed or registered broker or salesperson is a REALTOR®. To be a REALTOR®, the agent must be a member of The Canadian Real Estate Association (CREA). And to be a member of CREA, an agent is expected to be committed to the REALTOR® Code; knowledgeable about developments in real estate; actively updating education; and part of a Real Estate Board with access to the MLS® Systems, which facilitate the cooperate sale of properties to benefit consumers.

That term and the familiar Block "R" logo are trademarked by the Canadian Real Estate Association and can only be used by those who are REALTOR® members through their local association of REALTORS®.

A REALTOR's® ethical obligations are based on moral integrity, competent service to clients and customers, and dedication to the interest and welfare of the public. The REALTOR® Code, by setting high standards of professional conduct for REALTORS®, helps to protect Canadians' rights and interests. It also creates a level of trust between REALTORS® and their clients.

The REALTOR®'s Critical Role in the Transaction

Listed here are the nearly 200 typical actions, research steps, procedures, processes and review stages in a successful residential real estate transaction that are normally provided by full service real estate brokerages in return for their sales commission. Depending on the transaction, some may take minutes, hours, or even days to complete, while some may not be needed. More importantly, they reflect the level of skill, knowledge and attention to detail required in today's real estate transaction, underscoring the importance of having help and guidance from someone who fully understands the process – a REALTOR®.

And never forget that REALTORS® are pledged to uphold the stringent, enforceable tenets of the REALTOR® Code of Ethics in their professional dealings with the public. Not every real estate licensee holds REALTOR® membership. Make sure yours does!

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 for past 18 months from MLS and public records databases
6. Research "Average Days on Market" for properties of this type, price range and location
7. Download and review property tax roll information

8. Prepare "Comparable Market Analysis" (CMA) to establish fair market value
9. Obtain copy of subdivision plot/complex lay-out
10. Research property's ownership & deed type at Land Titles Office
11. Research property's public record information for lot size & dimensions
12. Research and verify legal description and PID
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 title search
16. Prepare listing presentation package with above materials
17. Perform exterior "Curb Appeal Assessment" of subject property
18. Compile and assemble 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 have been completed
21. Listing Appointment Presentation
22. Give seller an overview of current market conditions and projections
23. Review agent's and company's credentials and accomplishments in the market
24. Present company's profile and position or "niche" in the marketplace
25. Present CMA Results To Seller, including Comparables, Solds, Current Listings & Expireds
26. Offer pricing strategy based on professional judgment and interpretation of current market conditions
27. Discuss goals with seller to market effectively
28. Explain market power and benefits of Multiple Listing Service
29. Explain market power of IDX and REALTOR.com
30. Explain the work the brokerage and agent do "behind the scenes" and agent's availability on weekends
31. Explain agent's role in taking all calls to screen for qualified buyers and protect seller from curiosity seekers
32. Present and discuss the strategic master marketing plan
33. Explain different agency relationships and determine seller's preferences
34. Review and explain all clauses in Listing Contract & Addendum and obtain seller's signature

Once Property is Under Listing Agreement:

1. Review current title information
2. Measure overall and heated square footage
3. Measure interior room sizes
4. Confirm lot size via owner's copy of survey certificate, if available, or with local municipality

5. Note any and all unrecorded property lines, agreements, easements
6. Obtain house plans, if applicable and available
7. Review house plans and make copy
8. Order plot map for retention in property's listing file
9. Prepare showing instructions for buyers' agents and agree on showing time window with seller
10. Obtain current mortgage loan(s) information: companies and loan account numbers
11. Verify current loan information with lender(s)
12. Check assumability of loan(s) and any special requirements
13. Discuss possible buyer financing alternatives and options with seller
14. Review current appraisal if available
15. Identify Strata Property Manager if applicable
16. Verify strata fees/lease payments with manager - mandatory or optional and current annual fee
17. Order copy of strata plan, bylaws and rules, if applicable
18. Research electricity availability and supplier's name and phone number
19. Calculate average utility usage from last twelve months of bills
20. Research and verify city sewer/septic tank system
21. Water System: Determine provider and calculate average water fees or rates from last twelve months of bills
22. Well Water: Confirm well status, depth and output from Well Report
23. Natural Gas: Research/verify availability and supplier's name and phone number
24. Verify security system, current term of service and whether owned or leased
25. Verify if seller has transferable Termite Bond
26. Ascertain need for lead-based paint or other required disclosure
27. Prepare detailed list of property amenities and assess market impact
28. Prepare detailed list of property's "Inclusions & Conveyances with Sale"
29. Compile list of completed repairs and maintenance items
30. Send "Vacancy Checklist" to seller if property is vacant
31. Explain benefits of Home Owner Warranty to seller
32. Assist sellers with completion and submission of Home Owner Warranty Application
33. When received, place Home Owner Warranty in property file for conveyance at time of sale
34. Have extra key made for lockbox
35. Verify if property has rental units involved. And if so:
 - Make copies of all leases for retention in listing file
 - Verify all rents & deposits
 - Inform tenants of listing and discuss how showings will be handled

36. Arrange for installation of yard sign
37. Assist seller with completion of Seller's Property Disclosure form
38. "New Listing Checklist" Completed
39. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
40. Review results of Interior Décor Assessment and suggest changes to shorten time on market
41. Assign Transaction Desk login and password for sellers to check progress
42. Enter Property in Multiple Listing Service Database

Prepare MLS Property Profile Sheet -- Agent is responsible for "quality control" and accuracy of listing data

1. Enter property data from Profile Sheet into MLS Listing Database
2. Proofread MLS database listing for accuracy - including proper placement in mapping function
3. Add property to company's Active Listings list
4. Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data
5. Entry Form within 48 hours
6. Take additional photos for upload into MLS and use in flyers. Discuss efficacy of panoramic photography

Marketing the Listing

1. Create print and Internet ads with seller's input
2. Coordinate showings with owners, tenants, and other Realtors®.
3. Return calls, (weekends Included)
4. Install electronic lock box if authorized by owner and program with agreed-upon showing time windows
5. Prepare mailing and contact list
6. Generate mail-merge letters to contact list
7. Order "Just Listed" labels & reports
8. Prepare flyers & feedback faxes
9. Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability
10. Prepare property marketing brochure for seller's review
11. Arrange for printing or copying of supply of marketing brochures or fliers
12. Place marketing brochures in all company agent mail boxes
13. Upload listing to company and agent Internet site, if applicable
14. Mail Out "Just Listed" notice to all neighborhood residents

15. Advise Network Referral Program of listing
16. Provide marketing data to buyers coming through international relocation networks
17. Provide marketing data to buyers coming from referral network
18. Provide "Special Feature" cards for marketing, if applicable
19. Submit ads to company's participating Internet real estate sites
20. Price changes conveyed promptly to all Internet groups
21. Reprint/supply brochures promptly as needed
22. Loan information reviewed and updated in MLS as required
23. Feedback e-mails/faxes sent to buyers' agents after showings
24. Review weekly Market Study
25. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale
26. Place regular weekly update calls to seller to discuss marketing & pricing
27. Promptly enter price changes in MLS listing database

The Offer and Contract

1. Receive and review all Offer to Purchase contracts submitted by buyers or buyers' agents.
2. Evaluate offer(s) and prepare a "net sheet" on each for the owner for comparison purposes
3. Counsel seller on offers. Explain merits and weakness of each component of each offer
4. Contact buyers' agents to review buyer's qualifications and discuss offer
5. Fax or deliver Seller's Disclosure form to buyer's agent or buyer (upon request and prior to offer being made if possible)
6. Confirm buyer is pre-qualified by calling loan officer
7. Obtain pre-qualification letter on buyer from loan officer
8. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date
9. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
10. Fax copies of contract and all addendums to closing attorney or title company
11. When an Offer to Purchase Contract is accepted and signed by seller, deliver signed offer to buyer's agent
12. Record and promptly deposit buyer's earnest money in escrow account.
13. Disseminate "Under-Contract Showing Restrictions" as per seller requests
14. Deliver copies of fully signed Offer to Purchase contract to seller
15. Fax/deliver copies of Offer to Purchase contract to selling agent
16. Fax copies of Offer to Purchase contract to lender
17. Provide copies of signed Offer to Purchase contract for office file

18. Advise seller in handling any additional offers to purchase that may be submitted between contract and closing
19. Change status in MLS to "Sale Pending"
20. Update Transaction Desk to show "Sale Pending"
21. Review buyer's credit report results
22. Advise seller of worst and best case scenarios
23. Provide credit report information to seller if property will be seller-financed
24. Assist buyer with obtaining financing, if applicable and follow-up as necessary
25. Deliver unrecorded property information to buyer
26. Order septic system inspection, if applicable
27. Receive and review septic system report and assess any possible impact on sale
28. Deliver copy of septic system inspection report to lender & buyer
29. Deliver well flow test report copies to lender & buyer and property listing file
30. Verify termite inspection ordered
31. Verify mold inspection ordered, if required
32. Track the loan process
33. Confirm verifications of deposit & buyer's employment have been returned
34. Follow loan processing through to the underwriter
35. Add lender and other service vendors to Transaction Desk so agents, buyer and seller can track progress of sale
36. Contact lender weekly to ensure processing is on track
37. Relay final approval of buyer's loan application to seller

Home Inspection

1. Coordinate buyer's professional home inspection with seller
2. Review home inspector's report
3. Enter completion into Transaction Desk
4. Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract
5. Ensure seller's compliance with Home Inspection clause requirements
6. Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
7. Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed
8. Schedule the Appraisal
9. Provide comparable sales used in market pricing to Appraiser if needed
10. Follow-Up On Appraisal & enter completion into Transaction Desk

11. Assist seller in questioning appraisal report if it seems too low

Closing Preparations and Duties

1. Contract Is signed by all parties/fully executed
2. Coordinate closing process with buyer's agent and lender
3. Update closing forms & files
4. Ensure all parties have all forms and information needed to close the sale
5. Select location where closing will be held
6. Confirm closing date and time and notify all parties
7. Assist in solving any title problems (boundary disputes, easements, etc) or in obtaining Death Certificates or other forms (eg POA)
8. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing
9. Research all tax, utility and other applicable prorations
10. Request final closing figures from closing agent (attorney or title company)
11. Receive & carefully review closing figures to ensure accuracy of preparation
12. Forward verified closing figures to buyer's agent
13. Request copy of closing documents from closing agent
14. Confirm buyer and buyer's agent have received title insurance commitment
15. Provide "Home Owners Warranty" for availability at closing
16. Review all closing documents carefully for errors
17. Forward closing documents to absentee seller as requested
18. Review documents with closing agent (attorney)
19. Provide earnest money deposit check from escrow account to closing agent
20. Coordinate this closing with seller's next purchase and resolve any timing problems
21. Have a "no surprises" closing and present seller a net proceeds check at closing
22. Refer sellers to one of the best agents at their destination, if applicable
23. Change MLS listing status to Sold.
24. Enter sale date and price, selling broker and agent's ID numbers, etc.
25. Close out listing in programs required

Follow Up After Closing

1. Answer questions about filing claims with Home Owner Warranty company if requested
2. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
3. Respond to any follow-on calls and provide any additional information required from office files.