



THE TOP
184

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There's no doubt that each licensed Real Estate Agent will go about their daily business a little differently when compared to other agents. There are many standard day-to-day processes and procedures, and then there are other transactions that require a little extra effort and finesse to successfully close.

That being said, there is an abundance of common tasks that all Real Estate Agents do to earn their commission and complete a successful residential real estate transaction. The following list includes typical tasks they execute, certain research steps, and many procedures and processes that need to go smoothly right through to the closing ... and beyond!

Most importantly, these 184 things **reflect the level of skill, attention to detail and knowledge that's required in today's real estate world.**

Why does this matter? Because it underscores the importance of getting the right help and guidance from someone who has the right experience. That someone is a **Licensed Real Estate Agent.**

Pre-Listing Activities

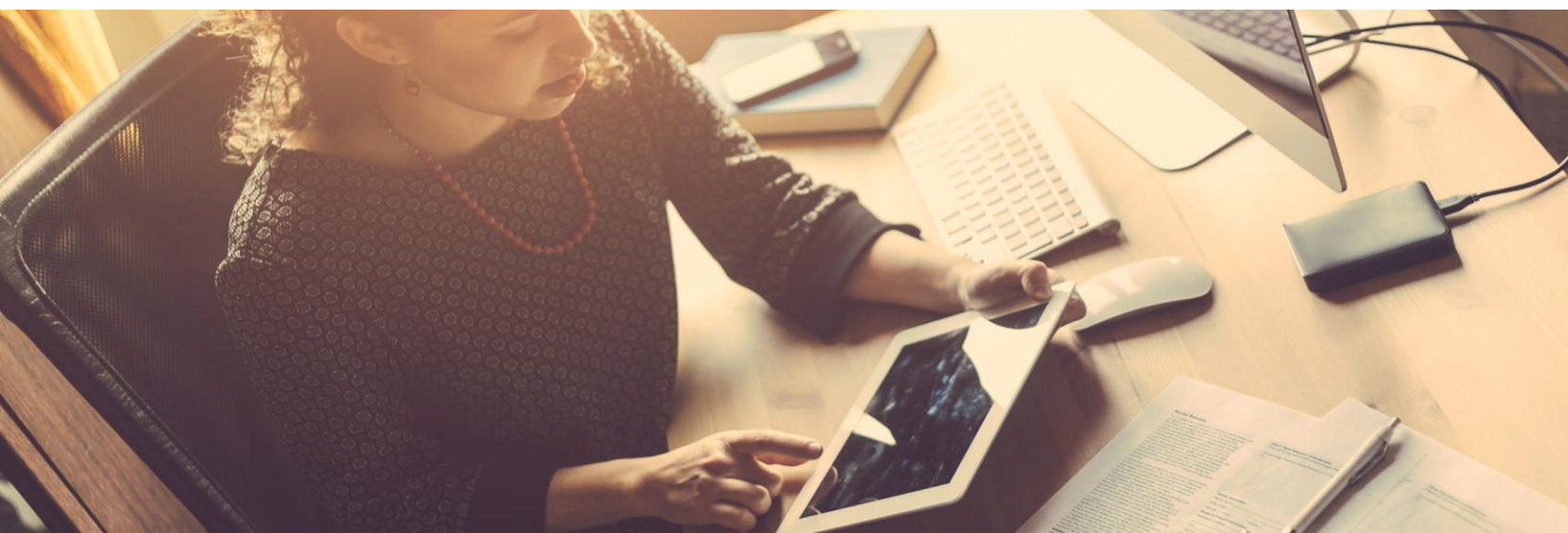
1. Schedule a listing presentation with the homeowner/s
2. Go over any pre-appointment questions that may need to be answered
3. Begin researching comparable listings
4. Check comparables for those with similar type, location and price range
5. Use MLS and public records databases to find sales activity for the past 18 months
6. Find property tax roll information
7. Establish a fair market value based on a Comparable Market Analysis
8. Get a copy of the property's complex layout or subdivision plan
9. Verify the property's deed type and ownership
10. Confirm lot size and dimensions through public records
11. Verify the property's legal description
12. Look into the property's deed restrictions and/or land use code
13. Check the property's zoning requirements and current use
14. Use public records to verify the legal names of the owner(s)
15. Verify school district and public schools in the area
16. Do an exterior curb appeal assessment of the property
17. Put together a formal file with all the property details and any relevant information
18. Verify school district and public schools in the area
19. Prepare and finalize the listing presentation package
20. Follow up with homeowner to confirm the listing presentation time and details
21. Go over listing appointment checklist to make sure all necessary steps are complete

Listing Appointment Presentation Process

22. Give basic overview to homeowner of the current local market conditions
23. Discuss professional credentials and any pertinent accomplishments in the market
24. Describe the broker's profile and position within the marketplace
25. Present CMA results, which will include current listings on market, sold properties and expired listings
26. Present pricing strategy based on current market conditions
27. Go over seller's goals to make sure you market the property effectively
28. Discuss the benefits of using the Multiple Listing Service
29. Explain the importance of using internet and social media marketing
30. Discuss availability and communication preferences, including on weekends
31. Explain how agents help qualify a serious buyer vs a "looker"
32. Cover the details of a strategic marketing plan
33. Discuss the different types of agency relationships
34. Review and go over any clauses that are in the Listing Contract and Addendum and get the sellers signature once the property is under a listing agreement
35. Review and confirm the current title information
36. Measure the overall square footage, including any heated areas
37. Measure the size of the interior rooms of the listing property
38. If the seller has a copy of a certified survey, confirm the property lot size
39. Be sure to make a note of any unrecorded agreements, easements and property lines
40. If available, obtain the house plans
41. Look over and review the house plans and make a copy
42. Order a plat map meant for retention in the property's listing file

43. Work with the seller to agree on a showing time window and prepare showing instructions for the buyer's agents
44. Find and obtain any current mortgage loan information, which could include companies and loan account numbers
45. Work with the lender to verify current loan information
46. Confirm any loan information and any other special requirements
47. Discuss buyer financing alternatives and other options with the seller
48. Review the current appraisal of the property, if available
49. If possible, verify the Home Owners Association manager
50. Verify and confirm any Home Owners Association fees, including the current annual fee and any other fees that could be mandatory or optional
51. If possible, order a copy of the Home Owners Association bylaws
52. Conduct research into electric suppliers names and phone numbers, as well as electricity availability
53. Calculate what the average utility usage was from the previous 12-months
54. Conduct research into and confirm the city's sewer and septic tank information
55. Calculate what the average water rates or fees were from the previous 12-months
56. Conduct research into and confirm well water status, depth and output from the well report
57. Conduct research into and confirm the availability of natural gas, as well as the supplier's name and phone number
58. Look into and verify the security system if there is one and find out current terms of service and if it's owned or leased
59. Verify that the seller has a transferable Termite Bond
60. Conduct research into and determine if there is a need for lead-based paint disclosure
61. Prepare and finalize a detailed list of the property's amenities and assess its market impact
62. Prepare and finalize a detailed list of the property's Inclusions and Conveyances with Sale

63. Prepare and finalize a list of any completed repairs or other maintenance items
64. If the property is vacant, send the seller a Vacancy Checklist
65. Provide an explanation to the seller about the benefits of Home Owner Warranty
66. Work with the seller to complete and submit a Home Owner Warranty application
67. After the Home Owner Warranty application gets approved, include it in the property file for conveyance at the time of sale
68. Get an additional key made for the lockbox
69. Verify if the property has any rental units included
70. If it does: make copies of all the leases for retention in the listing file
71. If it does: verify and confirm all rent and deposit details
72. If it does: inform the tenants of the listing and discuss how showings are going to be handled
73. Arrange and schedule the installation of a yard sign
74. Work with the seller to complete the seller's disclosure form
75. Develop and finalize a New Listing checklist
76. Review the curb appeal assessment results with the seller and provide any suggestions
77. Review the results of the interior décor assessment with the seller and provide suggestions to help shorten the time the property is on the market
78. Input the listing into a transaction management software program



Entering Property into the MLS Database

79. Prepare the MLS Profile Sheet and make sure the listing data is accurate
80. Input the property data from the Profile Sheet into the MLS listing database
81. Double-check the MLS database listing for accuracy, which can include having the proper placement in the mapping function
82. Add the property to the Active Listings list
83. Provide the seller with a signed copy of the Listing Agreement and the MLS Profile Sheet within 48 hours
84. Take extra photos to include in the MLS listing and in other marketing material

Marketing the Listing

85. Get the sellers input and create ads for print and online
86. Work with the seller, tenants and other realtors to coordinate showings, and make sure to return all calls regardless of when they were received
87. If authorized by the seller, install an electronic lockbox and program it for the agreed-upon showing time windows
88. Prepare and finalize a mailing and contact list
89. Write and mail-merge letters directly to your contact list
90. Place an order for “Just Listed” reports and labels
91. Prepare and finalize flyers and feedback faxes
92. Regularly review comparable MLS listings to make sure the property is competitive when it comes to terms, price, availability and conditions
93. Develop and prepare a property marketing brochure for the seller to review



94. Finalize the property marketing brochure and arrange for it to be printed or copied
95. Deliver the property marketing brochures to company agents mailboxes
96. If available, upload the property listing to the brokerage website
97. Send a “Just Listed” notice to residents of the neighborhood
98. Let the Network Referral Program know about the listing
99. Provide relevant marketing data to any buyers that are coming through international relocation networks
100. Provide relevant marketing data to any buyers that are coming from a referral network
101. If applicable, create and provide Special Feature cards for marketing
102. Submit or take out advertisements on participating real estate websites
103. Make sure to convey any price changes promptly to internet groups
104. Re-print or re-supply brochures as needed
105. Make sure any loan information gets reviewed and updated in MLS as required
106. Make sure to send feedback requests to any buyer’s agents after a showing
107. Review comparables to stay up-to-date on any changes
108. Discuss any feedback from showing agents with the seller
109. Regularly update your seller and discuss marketing and pricing strategies
110. Make sure to enter any price changes in the MLS database as soon as possible

The Offer and the Contract

111. Review all the Offer to Purchase contracts that were submitted by a buyer or a buyer's agent
112. Evaluate the offers and prepare a net sheet for the seller to compare
113. Work with the seller to better understand the offers, finding merits and weaknesses of each
114. Contact the buyer's agent to review the buyer's qualifications and discuss the offer in greater detail
115. Deliver the seller's disclosure to the buyer's agent or the buyer if requested and before the offer, if possible
116. Confirm details that the buyer is pre-qualified by contacting a loan officer
117. After you contact the loan officer, obtain a pre-qualification letter
118. Negotiate the offers on the seller's behalf, making sure to set a time limit for the close date and loan approval
119. Review, prepare and convey any counteroffers, amendments or acceptance to the buyer's agent
120. Fax copies of the contract and any addendums to the closing attorney or title company
121. Deliver the Offer to Purchase contract to the buyer's agent after it's accepted and signed by the seller
122. Make a record of and deposit any earnest money in an escrow account
123. Disseminate any Under-Contract Showing Restrictions as the seller requests them
124. Finalize and deliver copies of the fully signed Offer to Purchase contract to the seller
125. Fax or deliver copies of the Offer to Purchase contract to the selling agent
126. Fax or deliver copies of the Offer to Purchase contract to the lender
127. Prepare copies of the signed Offer to Purchase contract to store in office files

128. Work with the seller to handle any additional Offers to Purchase that are submitted between the contract and closing times
129. Update the property listing status to “Sale Pending” on MLS
130. Update the transaction management program to show “Sale Pending”
131. Review the buyer’s credit report results and advise the seller of the best and worst-case scenarios
132. If the property is going to be seller-financed, provide the credit report information to the seller
133. If needed, work with the buyer to help obtain financing and follow up as needed
134. Work with the lender on any discount points getting locked in with certain dates
135. Make sure to deliver any unrecorded property information to the buyer
136. If needed, order a septic system inspection
137. If needed, review the septic system inspection and assess the possible impact on the sale
138. Fax or deliver a copy of the septic system inspection report to the lender and the buyer
139. Fax or deliver a copy of a Well Flow Test report to the lender and buyer, and include it in the property listing file, if needed
140. Confirm that a termite inspection has been ordered
141. Confirm that a mold inspection has been ordered, if needed



Tracking the Loan Process

142. Confirm with loan officer that the loan application is moving forward in a timely manner
143. Add the lender and vendor details to your management program, so the agents, buyer and seller can track the progress of the sale
144. Stay in contact with the lender on a weekly basis to ensure processing is on track
145. Share the final approval of the buyer's loan application with the seller

Home Inspection Process

146. Work with the seller to coordinate the buyer's professional home inspection
147. Review the report from the home inspector, if available
148. Enter completion date into the transaction management tracking software
149. Explain loan limits and any clauses in the contract in regards to the seller's responsibilities
150. Make sure that the seller complies with any Home Inspection Clause requirements
151. Work with the seller to identify and recommend trustworthy contractors to perform any required repairs
152. If needed, oversee the completion and negotiate payment for any required repairs on the seller's behalf
153. Schedule a home appraisal

The Appraisal Process

154. Provide any comparable sales that were used in market pricing to the appraiser
155. Follow-up with the appraiser on the status of the appraisal
156. Enter completion date into the transaction management tracking software that you are using
157. Work with the seller to question the appraisal report if it is too low

Preparing for the Closing

158. Ensure that the contract is signed by all parties involved
159. Work with the buyer's agent and lender to coordinate the closing process
160. Update any relevant closing forms and files
161. Make sure all relevant parties have the correct forms and information to close the sale
162. Choose the location where the closing will be held
163. Confirm the details for the closing date and time, and notify all the relevant parties
164. If needed, assist with any title problems, such as boundary disputes or easements, or help with getting death certificates
165. Work with the buyer's agent to schedule and conduct the buyer's final walk-through before closing
166. Research and compile a list of any tax, home owners association, utility and other applicable prorations



167. Work with the closing agent and request final closing figures
168. Examine and analyze the closing figures to ensure accuracy of preparation
169. Forward the verified closing figures to the buyer's agent
170. Send a request to the closing agent for a copy of the closing documents
171. Confirm with the buyer and their agent that they have received title insurance commitment
172. At closing, provide Homeowners Warranty for availability
173. Examine and analyze the closing figures to make sure there are no errors
174. As requested, forward the closing documents to the absentee seller
175. Review the closing documents with the closing agent or attorney
176. Provide the closing agent with the earnest money deposit check from the escrow account
177. Work with the seller to coordinate the closing with their next purchase and fix any timing issues
178. Make sure the seller receives a net proceeds check at closing by having a "no surprises" closing
179. If needed, refer seller to an experienced agent in their new destination
180. Update the property listing on MLS to "Sold", and enter the sale date, the price, the selling broker and the agent's ID information
181. Close out the listing in the transaction management tracking software

Follow Up Processes After Closing

Whew!

THAT'S A
LONG LIST.

182. If requested, answer any questions and provide clarity about filing claims with the Home Owner Warranty company
183. If there are any repair conflicts, work with the buyer to try and clarify or resolve the situation
184. Make sure to respond or follow-up on calls received and provide any information that's needed from office files



Did you realize Real Estate Agents did so many things?!

Many homeowners or homebuyers don't fully understand **the true value that a Real Estate Agent** can provide throughout the entire real estate transaction.

While this is already quite a long list, many agents may even provide a variety of additional services! Why? Because every real estate transaction is a little bit different than the last.

Some transactions won't require all of these steps before closing, but because unexpected situations and complications can happen quickly, it's far better to work with an agent that can make an intelligent and informed decision on what to do next.



Maria C. Escandon

Realtor & Mortgage Consultant

CA DRE # 01472176

NMLS# 347197

(925) 698-8494 cell

escandon68@yahoo.com

www.mariaescandonrealestate.com

Alliance Bay Realty - CA DRE # 01522539

Alliance Bay Funding -NMLS # 249903

37600 Central Court # 264, Newark, CA 94560

(510) 742-6600