

# YOU DESERVE THE BEST

**Best Doctor**



**Best Lawyer**



**Best Realtor**  
DRE: 01224870



**The 169 Things I'll Do As Your  
Listing Agent**



**COLDWELL BANKER  
REALTY**

# Let's define the various options every customer must choose from...

## THE BEST

- Master negotiators
- Dramatically reduce risk and liability
- Resolve conflicts fast
- Save time
- Get/save the most \$\$\$
- Offer unique strategies not available elsewhere
- Well trained
- Strong company
- Knowledgeable
- Confident
- Not commission focused!
- Focused on the bigger picture
- Full time
- Very strategic

## THE AVERAGE/ GOOD

- Ok negotiators
- Get taken advantage of by the best
- Miss opportunities to make or save \$
- Average at everything
- Less aggressive
- Deal focused
- Average experience
- Less strategic
- Struggling often
- Full or Part time

## THE BELOW AVERAGE/WORST

- Weak negotiators
- Transactionally inexperienced
- Cost time and money
- Doesn't take or returns calls
- Blames others
- Cheaps out on advertising and marketing
- \*\*Crack under pressure\*\*
- Desperate
- Part time
- Inexperienced
- Chose firm based on split
- Reduces commission to compete



**COLDWELL BANKER**  
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# What I do as Your Listing Agent

Listed below are nearly 170 typical actions, research steps, procedures, processes and review stages that I normally perform as a “Full Service” Real Estate Listing Agent. Depending on the transaction, some may take minutes, hours, or even days to complete, while some may not be needed at all.

Most importantly, they reflect the level of skill, knowledge, experience, and attention to detail required in today’s real estate sale transaction, underscoring the importance of having qualified guidance and help from someone who is both experienced and has an in-depth understanding of the entire process.

Please never forget that I am obligated to uphold the stringent, enforceable tenants of the “Realtor Code of Ethics” required in my professional dealings with you and the public.

## Pre-Listing Activities

1. After scheduling an appointment with you, I will give you a call, send a written, e-mail or text message to you confirming our appointment date and time.
2. I will prepare and review pre-appointment questions, so that I am fully prepared to speak with you and answer any questions you may have.
3. I will research and identify all comparable currently active listings in the market that you will be competing with.
4. I will research sales activity for the past 12 months, or longer if appropriate, from the MLS and public databases.

- 5. I will research and share with you the “Average Days on Market” of comparable property sales to determine our anticipated marketing time.**
- 6. I will review all historic market performance to determine where we are compared to the historic market and where we are going into the future.**
- 7. I will download and review “public record” property information about your property.**
- 8. I will prepare a factual “Comparable Market Analysis” (CMA) to establish the fair market value of your property. This will be share with you during our listing meeting.**
- 9. I will obtain a copy of the subdivision plat/complex layout if helpful to our marketing effort.**
- 10. I will research and study the property’s ownership, deed type and deed restrictions (if any).**
- 11. I will Research and review your property’s public information to verify lot size and dimensions.**
- 12. I will Research and verify your property’s legal description.**
- 13. I will Research and verify your property’s land use zoning as well as any deed restrictions.**
- 14. I will Perform a pre-listing appointment exterior “Curb Appeal Assessment” of the subject property.**
- 15. I will Review the current public-school boundaries to verify the public schools to which children living in the property are eligible to attend.**
- 16. I will review the ratings of the public schools to be prepared to share with prospective buyers.**
- 17. I will review, determine and explain the impact the public schools may have on the market value of your home.**
- 18. I will compile and assemble a formal file on your property.**

## **Listing Appointment Presentation**

- 19. I will discuss with you the goals you have with the sale of your property.**
- 20. While not providing any tax or estate planning advice for you to rely on, I will discuss certain tax and estate planning potential ramifications you should discuss in detail with professions that can advise you on the issues.**
- 21. I will provide you an overview of current market conditions and anticipated future performance.**
- 22. I will provide you the CMA results, including comparable Sales, Pending sales, and Current Active Listings.**
- 23. I will share pricing strategy based on my professional experience, judgement, as well as my interpretation and conclusion of current markets conditions and likely direction.**
- 24. I will explain the powerful marketing benefit of utilizing the local Multiple Listing Service, including its contracts to download the listing information of your home to National and International Listing Aggregators (Zillow, Realtor.com, etc, etc)**
- 25. I will explain the powerful marketing benefits of web marketing, IDX and AI to reach the most likely buyers of your home.**
- 26. I will review with you my personal as well as the company's credentials and achievements in the local, National, and international market.**
- 27. I will explain and review the work I do and the brokerage company does "behind the scenes, as well as my availability 7 days a week.**
- 28. I will explain my role in taking calls to screen for qualified buyers and to set an appointment time to show your property.**
- 29. I will explain my role in showing your home personally, uncovering and overcoming buyer concerns or objections.**
- 30. I will share with you how I can and will help prospective buyers visualize how they will live in and enjoy your home.**
- 31. I will verify every appointment with you to show your home, and personally do all showings.**

- 32. I will arrive early enough before the showing and turn on all lights and open all blind, curtains etc to ensure your home is “show” ready.**
- 33. I will turn off all lights and shut anything opened, once the showing is completed.**
- 34. I will notify you immediately of my impressions and thoughts regarding the prospective buyer’s interest in your home.**
- 35. I will follow up with the buyer’s agent the following day to learn more of their interest as they shared with their agent after the showing.**
- 36. I will discuss in detail the marketing strategy and many outreach marketing tools of your home I will implement.**
- 37. I will explain the different legal aspects of our agency relationship and determine if you have any questions or reservations.**
- 38. I will be available to review and discuss all clauses and provisions in our typical Listing Contract and any applicable addendums.**

## **Once Listing Agreement is Active**

- 39. I will revisit and review Title Information**
- 40. I will measure all room sizes for MLS input.**
- 41. I will review public records or an old appraisal you can provide me, to determine the overall square footage that will be entered into the MLS.**
- 42. I will review and confirm lot size in Public Records and any Owner’s copy of certified survey that is provided.**
- 43. I will confirm and record in the file, if applicable, any unrecorded property line adjustments, easements, and/or agreements that may impact your property.**
- 44. I will review and copy, where appropriate, any house plans you may provide or can be provided by others.**
- 45. I will review and order duplicatable plot map to retain in the file and share with prospective buyers where applicable.**
- 46. I will review and prepare any showing instructions with you and include any time and date windows you would like me to follow.**

- 47. I will review and copy for the listing file of any appraisal you may have and share with me.**
- 48. I will verify with you, any loan information that may be of assistance in the sales process and negotiation.**
- 49. I will discuss with you the financing available to Buyers, including alternative financing options including Seller financing.**
- 50. I will identify and record in the listing file the HOA contact information including the manager's name and best phone number.**
- 51. I will identify and record all the HOA current dues and any past and/or future HOA assessments either levied in the past or contemplated in the future.**
- 52. I will order a copy of the Homeowner Association documents from the title company review and retain them in the listing file.**
- 53. I will determine the name and contact information for all of the appropriate property's service providers, (SDGE, Water, Septic Servicer, Propane Provider, etc.)**
- 54. I will request, copy, and retain in the file any copies you give to me of Services provided.**
- 55. If the property is serviced by a well, or has a well, I will confirm the well's status and features, including depth, output, water quality and review any Well Report you may provide.**
- 56. We will discuss and I will verify any security system the property may have including whether the equipment is owned or leased, and what the current terms of service are.**
- 57. We will discuss whether you have had a recent Termite Inspection and/or remediation work, current monthly service, if applicable and whether there is a Transferable Termite Bond available to pass along to the buyer.**
- 58. Based on the age of the home, I will verify whether a lead paint disclosure will be necessary and discuss any remediation work may have been done in the past.**
- 59. I will ask and discuss a detailed list of property amenities and features including what you feel are the greatest features you enjoy every day.**

- 60. I will prepare a detailed list of the property's Exclusions of items that will not be conveyed as well as an Inclusions of items that will be conveyed.**
- 61. I will prepare a list of all repairs and maintenance items with the appropriate dates they were done and the ongoing schedule of items that will need to be done.**
- 62. I will prepare and send you a "Vacancy Checklist" if the property is vacant.**
- 63. I will explain the benefits to you of immediately ordering and transferring or providing a Home Warranty to your buyer.**
- 64. I will receive and store in a secure place a key to your home to use for the showing I will do. (I will have one made if no extra key available).**
- 65. I will verify and gate and/or security codes that may be needed to enter the property for showings and to reset the alarm (if applicable)**
- 66. I will order professional Photograph, including Virtual Tour, Drone Photography and any Videos as deemed appropriate.**
- 67. I will review all Photos and tours received and order virtual staging if deemed appropriate.**
- 68. If the property contains rental units, I will make copies of all leases and retain them in the listing file.**
- 69. I will also verify all rents and deposits and discuss with you that the purchase agreement will most likely have the necessity to provide the buyer with an "Estoppel Agreement" from each tenant verifying the rental term, the monthly Rental Payment and the amount of the Security Deposit.**
- 70. I will speak with each tenant and inform them of the listing agreement and discuss how showings will be scheduled and handled.**
- 71. When allowed, I will arrange for the installation of a yard sign(s).**
- 72. I will assist you as Seller with the completion of your Statutory and Contractual required Disclosures. (Transfer Disclosure Statement, (TDS) and Sellers Property Questioner, (SPQ).**
- 73. I will load all listing information required into our Brokerage Company's Transaction Management Software program.**
- 74. I will provide you with signed copies of the signed Listing agreement and the MLS printout.**



## **Entering Property into the Multiple Listing Service Data Base**

- 75. I will prepare a MLS Profile Sheet – As the Listing agent I am responsible for “quality control” and accuracy of listing data entered.**
- 76. I will create or have a professional copy writer create the public marketing comments which I will edit as needed.**
- 77. I will enter the property data from the MLS Profile Sheet into the MLS Listing Data Base.**
- 78. I will also enter the comments created into the MLS Data base along with the information in the MLS Profile Sheet.**
- 79. I will upload all professional Pictures and Virtual Tours into the MLS Listing database as well.**
- 80. Once entered I will proofread the MLS database listing for input accuracy – including the property placement in the MLS mapping system.**
- 81. I will then login and provide seller reports directly to you from those listing aggregators that allow us to do so. (Zillow, Realtor.com, Listhub etc.)**
- 82. I will ensure that the active listing is added to the Company’s Active Listings list.**

## **Marketing Your Property**

**Digital Marketing has become the most effective marketing medium available to sell Luxury Properties. We will utilize all of the marketing techniques below deemed appropriate to market your home to prospective buyers and Luxury Agents. While most techniques and strategies will be used, there may be some that will be deemed ineffective and thus not be.**

- 83. Providing you agree, I will hold a Broker Caravan of your home, typically Tuesdays 1 to 4 pm for agents to visit and view the features of your property.**

- 84. Providing you agree and your community allows, I will conduct an Open House, typically on Sunday 1 to 4 pm to allow prospective buyers the opportunity to come by and visit your home.**
- 85. Whether a Broker Caravan or Open House takes place, I will e-mail a color brochure of your home to approximately 7,000 nearby community residents and Luxury Agents letting them know that your home is available to view and to purchase.**
- 86. I will create a professional Brochure of your property which may contain its own unique tractable QR code to notify me of the individuals who viewed your property so I can personally follow up with them. This brochure will be shared with all visitors to your home as well as others.**
- 87. I will create a "Just Listed" electronic flyer that I will send out to my extensive personal contact list and Luxury Agents.**
- 88. I will create a mobile brochure that I will periodically text out to my contact lists, post on social media. Like the just listed Flyer it will contain its own unique text code that when entered by a interested party will notify me so I can follow up with them and further share and discuss the details and benefits of your home.**
- 89. I will notify all San Diego County Realtors, who have closed at least one sale in the past 12 months with an electronic brochure e-mailed to them, letting them know your home is available to be purchased.**
- 90. In addition to being displayed in Zillow.com, Realtor.com, Trulia.com, Redfin.com, ColdwellBanker.com, ColdwellBankerLuxury.com and thousands of Agent Websites, your home will be marketed digitally through all or some of the prominent websites such as WSJ.com, JamesEdition.com, RobbReport.com, UniqueHomes.com as well as international websites through ListHubGlobal.**
- 91. When deemed appropriate, print advertisers such as Unique Homes, Homes & Estates, The Wall Street Journal, Dream Homes, Premier Magazine, may also be used.**
- 92. When deemed appropriate your property will also be marketed through Coldwell Banker Global Luxury media sites such as Facebook, Instagram, and Twitter.**

93. When deemed appropriate, I will have a 30 second YouTube ad professionally produced to be shown on YouTube to an optimized targeted audience. The ad will run continuously to ensure that a minimum of 3,300 views are achieved.
94. I will set it up so that you receive a detailed online report weekly that provides all the marketing activity that has been implemented to maximize the exposure of your home to prospective buyers.
95. I will place marketing brochures in all local company agent mailboxes.
96. I will ensure your listing information is uploaded to the company and agent websites, if applicable.
97. I will advise our company Network Referral Program of the availability of your property.
98. I will provide meaningful marketing data to potential buyers coming through our international relocation networks.
99. I will provide meaningful marketing data to potential buyers coming through our National Referral Network.
100. Where appropriate, I will submit ads to company's participating internet sites.
101. I will enter price changes immediately in the MLS database as well as to all participating internet sites.
102. I will re-print brochures promptly as needed
103. As appropriate, I will send feedback e-mails/texts to buyer's agents after each showing.
104. As appropriate, I will review the latest market data and share with you.
105. As more information is shared with me from showing agents, I will discuss this information with you in order to determine if we need to make any changes that will accelerate the sale of your property.

## **The Offer, Purchase Contract and Escrow Process**

106. I will review in detail all Offers to Purchase contracts submitted by buyers or their agents.

- 107. I will contact Buyer's agent to review Buyer's qualifications, their commitment to your property and the various terms they offered.**
- 108. I will highlight all relevant offer points to share with you.**
- 109. I will forward to you each offer received, to determine your answer strategy and terms, if applicable.**
- 110. I will prepare a net sheet on each offer received so that you can see the financial benefits to you in consummating the sale of your property.**
- 111. I will discuss with you the merits and weakness of each offer, its terms and the consequences to you resulting from each strategy discussed.**
- 112. I will prepare and convey all counter offers, acceptances and/or amendments to the buyer's agent.**
- 113. I will negotiate all offers under your desired terms and on your behalf to determine the buyer's walkaway point so that you can make the decision to sell to them or wait for another buyer.**
- 114. Once an offer is negotiated and accepted I will prepare an "Escrow Timeline" that I will send to you, the escrow, the Transaction Coordinators, and the Buyer's agent.**
- 115. Once an offer is negotiated and accepted, I will forward all required documents to Open Escrow, to the Escrow Company and Officer identified in the Purchase Agreement.**
- 116. Once the offer is negotiated and accepted, I will forward all documents to my selected Transaction Coordinator to follow up with all to ensure that all timelines are known and followed up on.**
- 117. I will follow up and verify that Buyer's initial deposit is wired to Escrow as required by the Purchase Agreement.**
- 118. Either my Transaction Coordinator or I will forward you the blank disclosure documents (TDS, SPQ) to review and fill out.**
- 119. I will sit down with you to review all the disclosure documents to ensure that you have adequately disclosed all you know about your home on the disclosure documents.**
- 120. I will ensure that the Transaction Coordinator sends all documents to you for signature that are designed to provide the buyer with full**

disclosure of a number of relevant issues and designed to protect you as much as possible by giving the buyers these disclosure documents.

121. I will go over each document with you, if needed, and answer questions you may have as to their relevance and necessity.
122. I will deliver to the Transaction Coordinator all documents you sign live and ensure that she forwards those documents to the Buyer's agent and his/her Transaction Coordinator to ensure delivery to the buyer.
123. Ensure that copies of all purchase documents are delivered to the buyer's lender, when requested.
124. Continue to show your home to prospective buyers and encourage "back-up" offers.
125. I will Review back-up offers received, if any, with you.
126. I will perform all the actions set forth above to negotiate a back-up offer, that will move into primary position should the current accepted offer fail for any reason.
127. I will change the status in the MLS database to "Pending" as required.
128. When requested, I will provide Buyer/Buyer's Agent with name and contact information of our preferred lender to seek financing or backup financing approval.
129. I will ensure that title information is delivered to Buyer for their review and approval.
130. I will ensure that HOA documents and information, when applicable, is delivered to Buyer for their review and approval.
131. I will be available to Buyer/Buyer's Agent to answer any questions regarding items in the Title Report.
132. I will be available to buyer/Buyer's Agent to answer any questions regarding items/terms in the HOA documents.
133. I will ensure delivery of any unrecorded property information to Buyer/Buyer's Agent, if applicable.
134. I will help schedule and attend the Buyer's Home inspection.
135. I will help schedule and attend Buyer's Septic Inspection, when applicable.

136. I will help schedule and attend Buyer's Termite Inspection, when applicable.
137. I will help schedule and attend Buyer's Well Flow Inspection, when applicable.
138. I will help schedule and attend Buyer's Mold inspection, when applicable.
139. I will help schedule and attend Buyer's Lender Appraisal visit, when applicable.
140. I will review each written Inspection Report received to understand all inspection findings.
141. I will go over with you each inspection report.
142. I will follow up with Buyer's agent to request and remind him/her that the RPA requires Buyer to give Seller copies of all written inspection reports ordered and received by Buyer.
143. I will review any Buyer's Request for Repairs/Credit requested, as a result of the various inspections performed by the buyer.
144. I will go over with you the Buyer's request and discuss all your options and the ramifications of each.
145. I will prepare for your approval and signature any response to the Buyer's Repair/Credit Request.
146. I will forward your signed, response to Buyer/Buyer's Agent your signed Repair/Credit answer to their Request.
147. When applicable I will ensure any changes resulting from repair negotiations agreements are given to the Escrow so any Escrow Amendments required can be drafted and sent to parties for signature.
148. I will schedule with service providers that may be necessary to achieve agreed on repairs and meet them at the property if needed.
149. I will track all relevant timeframes in Purchase Agreement and ensure that Buyer/Buyer's Agent is aware of all upcoming performance dates including but not limited to Removal of all Contingencies (Inspection, appraisal, loan etc)
150. I will speak with Buyer's agent should any date to understand the reason the Buyer missed any performance date. I will inform you of my findings from that discussion.

151. I will discuss and inform you of your contractual remedies, should a buyer miss any contractual performance dates. (ie Notice to Perform, Demand to Close)
152. I will prepare written Notice to Buyer to either perform or close and present the form to you for signature.
153. I will ensure delivery of such signed forms to Buyers' agent and escrow.
154. I will follow up on the timeframes associated with such notice and inform you of next steps should Buyers still fail to perform a contractual duty or close.

## **Closing Preparations**

155. I will update any required final closing forms and files.
156. I will ensure all parties have all forms and information needed to close the sale.
157. I will confirm closing date scheduled and notify all parties involved.
158. I will assist in solving any last minute title problems (boundary disputes, easements, etc) and obtain any Death Certificates that may be required to close.
159. I will coordinate with Buyer's agent in scheduling and conducting Buyer's Final Walk-Thru prior to closing (RPA 5 days prior to closing)
160. I will coordinate all signatures on Final Walk-Thru form identifying any open items discovered by Buyers.
161. I will receive and carefully review all closing figures and pro-rations on "Estimated Closing" statement.
162. I will ensure that the "Owners Home Warranty is accurate and ready to pass to Buyer upon escrow closing.
163. I will help coordinate this closing and Sellers' next purchase and help resolve any timing issues.
164. I will change the status in the MLS system to sold, and enter the sale date, sales price, and Selling Agent/Broker name and agent's required ID numbers.
165. I will coordinate with you on your required moveout date and time.

## **After Closing**

- 166. I will answer any questions that may come up to help Buyers file any Home Warranty Claims that arise after closing.**
- 167. I will attempt to clarify and resolve any conflicts about repairs if after closing, buyers are dissatisfied with repairs made.**
- 168. I will respond to any follow-up calls from either you, the buyers or their agent.**
- 169. I will provide any additional information required from office file audit.**



THE 169 THINGS I DO  
AS YOUR LISTING AGENT



**MICHAEL TAYLOR GROUP**

*CONNECTING GLOBALLY | NATIONALLY | LOCALLY*



**COLDWELL BANKER | REALTY**