

PREPARING FOR A NEW LISTING

1. Email Beth from mutual title bdzurilla@mutualtitleagency.com
 - a. Ask for a "Tax & Legal" on the property address
 - b. Find out how much the seller's owe on their mortgage AND 2nd mortgage. Round up to the nearest 1000 and ask Beth to also provide you a "Seller Net Sheet" including the following info:
 - i. Property Address
 - ii. Sale price (pick the lower end to give worst case)
 - iii. Total commission being charged
 - iv. Mortgage payoffs rounded up to the nearest 1000
 - v. Close date using 60 days out
2. Once items above are received, have detailed convo with seller to discuss:
 - a. Date to list property as "active" (usually two weeks out to prepare is best)
 - b. Net profits based on proposed selling price (show them seller net sheet)
 - c. Marketing plan:
 - i. We like to list properties on Wed/Thursday, open houses Sat/Sun
 - ii. What platforms will see the listing (Zillow, realtor, trulia, all agents in MLS etc)
 - iii. Social media & youtube push
 - iv. Open houses
 - v. Professional photos & potentially video
 - d. Staging, if house is vacant (Rough Diamond)
 - e. Design Consult if house is occupied (Rough Diamond Staging, Jes 419-787-3031)
 - f. Explain Showingtime & how it works for them
 - g. Ask the seller if they know of any tax liens or issues they expect to arise when selling the home. Also ask if the property is in a flood zone (or if they need flood insurance).
 - h. Leave with them (or send) the property information sheet & RPD
3. Schedule photos & video for 4-7 days prior to the active listing date
 - a. In Cuyahoga county: RedDog Real Estate Photography - Mark Kubicina - 2165709758
 - b. In Summit, Portage & Stark: Captivly Media - Garrick Ochoa - 330-281-3602
 - c. In Geauga: Palmieri's Photography and Video - Tony Palmieri - 440.670.1742
 - d. Other Options:
4. Send Listing agreement to Sellers for signature & Collect property docs
 - a. Listing agreement
 - b. KeyGroup Team Disclosure
 - c. Seller COnsent for Access
 - d. Wiring Fraud
 - e. ABA EXP
 - f. Consumer Guide
 - g. LBP (Lead Based Paint Disclosure)

- h. RPD
 - i. Property Info Sheet
 - j. Seller net sheet (initials only)
- 5. After all docs are signed and photos are back, send a note to Liezle on Slack and ask her to input your new listing. She will let you know when it's ready for you to review and activate.
 - a. Include Dotloop name so she can access listing docs
 - b. Include link to photos (if more than 35, specify which ones you want her to use OR you can add those later on your own)
- 6. Once listing is active, add your sellers to Showingtime and setup showing instructions
- 7. Add your open house to the MLS
- 8. Log into KVcore and create a "Single Property Squeeze" for your listing,
 - a. Shorten the link
- 9. Ask Charmaine via slack to create a "just listed" graphic and send to you as well as post to the keygroup page. Ask her to tag you in the post and add your KVcore Squeeze link to the post (send her link).

TIPS & TRICKS + THINGS TO CONSIDER

- 1. Asking about any tax liens or other liens on the property can save you headache in the future. If they say yes, consider adding those payoffs to the seller net sheet
- 2. Knowing if the house is in a flood zone is very important. If the house is in a flood zone, it needs to be disclosed on the RPD. Also, might be a good idea to get some quotes for flood zone insurance you can add to the supplements on the MLS.
- 3. If the house is a bit odd or has unique characteristics, it's okay to add informational notes around the house to answer any lingering questions a potential buyer might have.
- 4. Setting up a welcoming display in your listing is great for marketing. Add a sign to welcome people to the home and a binder with information. You can use RPR to create property flyers, information reports, school info and more. I also add the RPD, LBP and property info sheet.
- 5. Two BEST bits of advice to leave your sellers with: CLEAN CLEAN CLEAN & make sure the house smells good.
 - a. Deep clean the house and potentially even pay a cleaner to deep clean. Buyers notice the little things and the general upkeptness/tidiness of the home.
 - b. Avoid Febreeze. A few glade plug-ins are good (Cashmere is always a win except for pine around christmas which is great). Also, fresh baked cookies are great before open houses and showings if possible.
- 6. If the property is septic or well, have the sellers get those inspections done up front. They will need done anyways!