

105 POINT SELLER CHECKLIST



OUR EXTENSIVE PLAN HAS TAKEN YEARS TO DEVELOP. IT IS DESIGNED TO GET YOUR HOME SOLD FAST, FOR TOP DOLLAR, AND WITH AS LITTLE STRESS AS POSSIBLE.

IDENTIFY YOUR GOALS, MOTIVATIONS, AND PREFERENCES:

1. Discuss why you want to sell.
2. Resolve any immediate concerns you have.
3. Determine how quickly you need to move/sell.
4. Identify your preferred communication method.
5. Assess how we can help you buy your next home (local, new home construction, investment, or relocation) locally or wherever you are heading next.

COMPLETE A FINANCIAL ANALYSIS

6. Provide an analysis of your current home equity.
7. Identify anticipated closing costs and your estimated net proceeds.

GATHER BASIC PROPERTY INFORMATION:

8. Research tax records to verify accurate legal description, lot size, and home dimensions.
9. Obtain a copy of floor and pool plans, if available.
10. Research the property's ownership and deed type.
11. Research the property's previous sales activity (if any).
12. Verify legal name(s) of the owner(s) in the county's public property records.
13. Review current title information.
14. Ensure any title problems are resolved (boundary disputes, easements, etc.).
15. Review the current appraisal, if available.
16. Identify homeowner association (HOA) manager, and request HOA documents, if applicable.
17. Determine if a lead-based paint disclosure is required.
18. Identify if there is a security system. If so, is it owned or leased and when does the current service term expire?
19. Verify whether your property has a transferable termite warranty.
20. Verify whether your property has a transferable home warranty.
21. Gather utility and services information the buyer may need.
22. Review the Seller's Property Disclosure Statement with you.
23. Compile a list of all property amenities to share with buyers.
24. Assemble a formal property file containing all the information we gather on your property.
25. If the property is a rental:
 - a. make copies of the lease.
 - b. Verify all rental deposits
 - c. Inform current tenants of the listing and explain expectations for property showings.

DETERMINE PRICING

26. Research properties that were recently on the market to determine:
 - a. Average days on market.
 - b. Percent of asking price paid.
 - c. Number of expired properties (those listed with an agent that did not sell).
27. Research similar properties that are currently under contract.
28. Call real estate agents, if needed, to discuss activity on the comparable properties they have listed in your area.
29. Share a "Comparable Market Analysis" (CMA) with you to explain how we determined our recommended sales price range.
30. Utilize our years of experience, professional judgment and interpretation of current market conditions to determine the best pricing strategy to meet your goals. Complete property assessment, improvements, and repairs
31. Perform "Interior Décor Assessment." Review results and suggest changes to appeal to the largest audience and buyer emotions. (Logic makes you think; emotion makes you act.)
32. Perform a "Curb Appeal Assessment." Review results and suggest changes.
33. Identify property modifications that will provide you the greatest return on your investment.
34. Gather a list of necessary repairs and maintenance items.
35. Recommend and assist you with coordinating vendors for improvements/repairs.

DEVELOP A PERSONALIZED STRATEGIC MASTER MARKETING PLAN

36. Gather information from you to ensure all of your property's best features are highlighted.
37. Review Apex Property Network's Full-Service Marketing System and the benefits it provides.
38. Obtain your input on our marketing strategy.
39. Have professional photos taken of the property.
40. Explain the possible marketing benefits of a Home Owner Warranty with you.
41. Promote your home to our database of potential buyers.
42. Share your listing with 200+ agents in our office and thousands of other Keller Williams agents.
43. Reverse prospect the MLS for agents working with clients looking for a property like yours.
44. Offer, if applicable, a real estate agent property tour to obtain property feedback, promote your property to the local agents and their customers, and maximize showings.
45. Add the property to the Apex Property Network active listings page.
46. Syndicate your home on up to 750 local and national real estate sites such as:
 - a. KW.com
 - b. Realtor.com
 - c. Trulia.com
 - d. Zillow
 - e. Frontdoor
 - f. Homefinder
47. Host open houses.
48. Inform your neighbors that your house is for sale and of open house dates. Often, they have friends or family members who are considering moving into the area.
49. Discuss marketing ideas with our "Mastermind" group of top real estate agents from across the country.
50. Leverage social media. You will be featured on Apex Property Network's:
 - a. Facebook
 - b. Instagram
 - c. Twitter

LIST THE PROPERTY

51. Obtain one set of keys for the lockbox.
52. Place for sale sign in yard (as allowed by HOA).
53. Install digital lockbox for maximum property safety and showing traffic tracking.
54. Identify your preferred showing times.
55. Prepare MLS property profile sheet and upload into the MLS database.
56. Add showing instructions to the MLS for buyers' agents.
57. Share "Home Showing Guidelines" with you (i.e., lighting, soft music, etc.).
58. Ensure that all buyers are pre-qualified before showings.
59. Request property feedback from all Realtors® after showings.
60. Track # of showings and feedback.

UPDATES AND COMMUNICATION

61. Update you on showings, marketing, and pricing at least twice per week (unless otherwise requested).
62. Notify you of any law, interest rate, or insurance condition changes and explain how they may impact your property sale.
63. Discuss price adjustment if recommended and update paperwork as required.
64. Notify you immediately of any offers.

NEGOTIATE

65. Contact buyer's agent to understand the buyer's qualifications and motivation.
66. Receive and review all Offers to Purchase to determine our best negotiation position.
67. Assess offer(s) and prepare a "net sheet" on each for you to compare, if requested.
68. Explain the pros and cons of each offer to you.
69. Prepare and deliver any counteroffers, acceptance, and/or amendments to the buyer's agent.
70. Help the buyer obtain financing when necessary.
71. Record and promptly deposit buyer's earnest money into an escrow account.
72. Share buyer's final loan approval.
73. Email or deliver the Seller's Disclosure form to the buyer's agent or buyer.
74. Provide copies of the signed offer to purchase contract to you and the title agency.

CLOSING PROCESS

75. Coordinate the appraisal with you and the buyer's agent.
76. Provide comparable sales to the appraiser.
77. Follow-up on the appraisal progress and results.
78. Request appraisal review if the property value comes back low.
79. Confirm buyer and buyer's agent have received title insurance commitment.
80. Submit Home Warranty application for conveyance at the time of sale.
81. Advise you on any additional offers to purchase submitted between contract and closing.
82. Change status in MLS to "Under Contract."
83. Deliver copies of the contract and all addendums to the closing title company.

84. Deliver any unrecorded property information to the buyer.
85. Coordinate inspection
 - a. General home inspection
 - b. Termite
 - c. Mold
 - d. Radon
 - e. Septic
86. Review home inspector's report with you.
87. Help you identify and negotiate with trustworthy contractors to perform any required repairs.
88. Follow loan processing through to the underwriter.
89. Contact the lender on a weekly basis to ensure processing is on track.
90. Coordinate closing process with the buyer's agent, lender, and title agency.
91. Forward the closing documents if you are an absentee seller, as requested.
92. Review documents with the closing agent.
93. Transfer the earnest money deposit from escrow account to closing agent.
94. Clarify and resolve any disputes about repairs if the buyer is not satisfied.
95. Update closing forms and files.
96. Coordinate final walk-through with the buyer's agent
97. Confirm the date and time of closing with all parties.
98. Request final closing figures from the closing agent and review them with you.
99. Join you at our "No stress. No surprises Closing."
100. Coordinate home transfer, including:
 - a. Keys
 - b. Garage door openers
 - c. Community pool keys
 - d. Mailbox keys
 - e. Home warranties
101. Update the MLS to reflect sold status and selling details.

POST-CLOSING

102. Reply to any follow-on calls and or requests for transaction information.
103. Coordinate the closing of your next purchase and resolve any timing problems.
104. Help you relocate locally or out of the area.
105. Assist you with any future real estate related needs. Once you are part of our client family you will always have access to the Apex Property Network's best in class professionals and all of our fun events.

CONTACT US TODAY TO REQUEST A TIME TO LEARN MORE ABOUT OUR PROCESS. WE'RE READY TO PROVIDE THE ANSWERS YOU NEED TO ENSURE YOUR NEXT REAL ESTATE TRANSACTION IS A SUCCESS.



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