

**Listing procedures**

Listing Presentation - Formal vs Informal

Provide Net sheet to seller

Listing agreement to clients

Collect fully signed Listing agreement and ALL disclosures

Contact HOA if applicable and verify the disclosure is correct

Showingtimes updated (If you so choose)

RE Platforms updated (Zillow Realtor.com etc)

Lockbox & Sign install

Input MLS

Add Disclosures to MLS

Generate Marketing Materials

E-blast New listing to corresponding MLS

Add listing to Social Media channels

Set Open house schedule

**Accept offer**

Escrow Deposit collected and Escrow Receipts to client

Schedule Inspection

Communicate Results of Inspection to clients - Negotiate // Repair // Proceed

Contact corresponding Title Co. or Attorney to schedule close

Close - Clear your day for this.

Update MLS

Send Handwritten THANK YOU card and 3 business cards to seller

Call quarterly to follow up

**Buy Side procedures**

GET BUYER PRE-APPROVED FOR FINANCING if needed

Input buyer desires to MLS search

Follow up weekly

Provide Net sheet to buyer

Submit offer

**Accept offer**

Escrow Deposit collected and Escrow Receipts to client

Schedule Inspection

Collect fully signed offer and ALL disclosures

Contact HOA if applicable and verify the disclosure is correct

Communicate Results of Inspection to clients - Negotiate // Repair // Proceed

Contact corresponding Title Co. or Attorney to schedule close

Close - Clear your day for this...closings will require your attention

Add closing to Social Media channels

Send Handwritten THANK YOU card and 3 business cards to buyer

Call quarterly to follow up

Post closing your clients become your sales people. “Ritz Carlton” level service will lead to referrals. There is no level of marketing that can beat service.