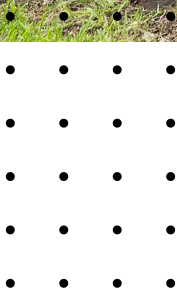
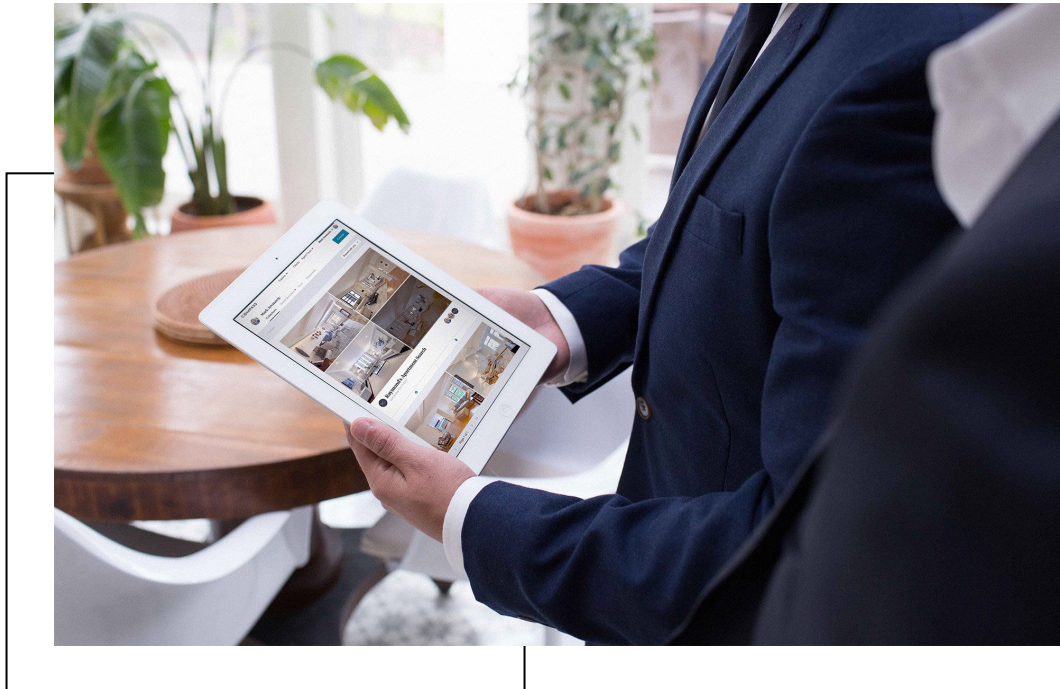


THE VALUE OF YOUR AGENT TO YOU



COMPASS

THERE ARE 70 DUTIES THAT YOUR AGENT COMPLETES FOR YOU



UNDERSTANDING THE MARKET

- 01** Assemble and analyze the prices for comparable homes sold or on the market currently to prepare a Comparative Market Analysis.
- 02** Gather market trend data and information on neighborhoods and surrounding properties.
- 03** Attend broker tours to see other available properties on the market.
- 04** Stay connected to local buyers, sellers and other agents to maintain a constant view into what is driving the market.
- 05** Prepare a Comparative Market Analysis (CMA).

RESEARCHING THE PROPERTY

- 06** Understand the full history of the property.
- 07** Assess the current condition of the property, including with the help of experts, and discuss the potential for property improvements, remodeling, and staging.
- 08** Review all relevant details and attributes of the property, including number of bedrooms, bathrooms, square footage, acreage, etc.
- 09** Look up the property's tax information from the appropriate government website.
- 10** Develop a comprehensive listing marketing strategy.

STRATEGIZE WITH THE SELLER

- 11** Understand the client's motivation for selling the property.
- 12** Provide pricing strategies based on current condition versus improved condition.
- 13** Create marketing materials for the property.
- 14** Advise the client about potential pricing strategies reflecting the current market.
- 15** Create a communication plan with the client.

DOCUMENTATION

- 16** Create and complete a listing agreement package for the client.
- 17** Prepare and produce other relevant buyer and seller protection forms.
- 18** Invite the client to navigate through all documents together.
- 19** Review all forms in the disclosure package.

PREPARATION OF THE PROPERTY

- 20** Determine when the property can be accessed with the seller's permission.
- 21** Schedule all media appointments, including photographer, videographer, aerial photographer, staging and or cleaning services.
- 22** Order and install "For Sale" sign and any other relevant signage.
- 23** Recommend vendors to client for improvements prior to listing.
- 24** Plan listing date and input listing in MLS
- 25** Create and execute open house and showings schedule and update MLS listing with corresponding times.
- 26** Update MLS with corresponding times and client preferences for appointments.
- 27** Maintain consistent communication with seller to provide ongoing updates on progress.
- 28** Submit finalized listing documents for compliance review.

PREPARE MARKETING

- 29** Design materials that showcase the property, such as emails, brochures, social media posts, Workplace posts, digital white board, etc.
- 30** Create a “Just Listed” video to post on social media.
- 31** Print materials for open houses and showings.
- 32** Post listing on social media as a “Coming Soon” or new listing.
- 33** Conduct & create a reverse prospect campaign.

ACTIVATE & MARKET LISTING

- 34** Make all relevant disclosures and documents accessible via MLS or as a sharable package.
- 35** Publish listing to MLS and IDX as applicable.
- 36** Create Collections to show comps related to the property.
- 37** Broadcast listing to personal and professional networks through social media posts and email blasts.
- 38** Share property with Compass network and other agents at Sales Meetings and via personal outreach.
- 39** Create and run digital ads to target buyers and markets.
- 40** Monitor any changes in the market to refine listing strategy and make needed updates (revising price, terms, etc.) accordingly.
- 41** Refine listing marketing strategy based on feedback.
- 42** Communicate progress of listing.

SHOW THE PROPERTY

43 Communicate with the client to confirm the schedule and preparation.

44 Coordinate and host private tours and open houses.

OFFERS & NEGOTIATIONS

45 Compile, organize and communicate any received offers to seller.

46 Share the disclosure package with the buyer.

47 Advise and strategize with clients on actioning offers and creating and approving any counter-offers.

48 Liaise between seller and buyer's agent for any additional counter-offers, advising the seller along the way on strategy to most likely secure the most advantageous price and terms.

49 Update finalized offer package and coordinate signatures of both parties.

50 Notify client when terms are agreed upon.

51 Attach all completed documents to the compliance checklist.

52 Update MLS listing status.

INITIATE TRANSACTION

53 Send executed offer package, receipt of purchase and sale contract to Title & Escrow or Closing Agent.

54 Arrange and track earnest money, and send earnest money receipt.

55 Create and execute closing timeline and transaction review.

56 Stay in close contact with all relevant parties through the next steps.

MANAGE DISCLOSURES & CONTINGENCIES

57 Communicate earnest money, down payment and contingencies with all parties.

58 Coordinate and confirm inspections and appraisal

59 Verify buyer funds are collected in full.

60 Counsel the client regarding contract expectations in preparation for vacating the property.

FILE DOCUMENTS & PREPARE FOR CLOSING

61 Confirm loan documents are received.

62 Submit forms to the broker for compliance.

63 Ensure the estimated settlement statement is accurate if applicable for your region.

64 Schedule seller signing appointment.

65 Schedule closing appointment.

66 Coordinate document delivery and signing of documents.

67 Sign closing documents.

68 Ensure copies of signed closing documents are shared with buyer's agent, seller, mortgage company, etc.

69 Update MLS listing status.

70 Congratulate client on a smooth and successful process!



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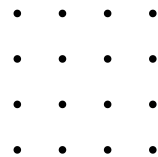


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