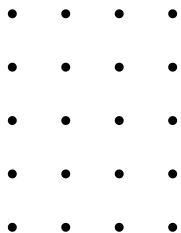


# THE VALUE OF YOUR AGENT TO YOU

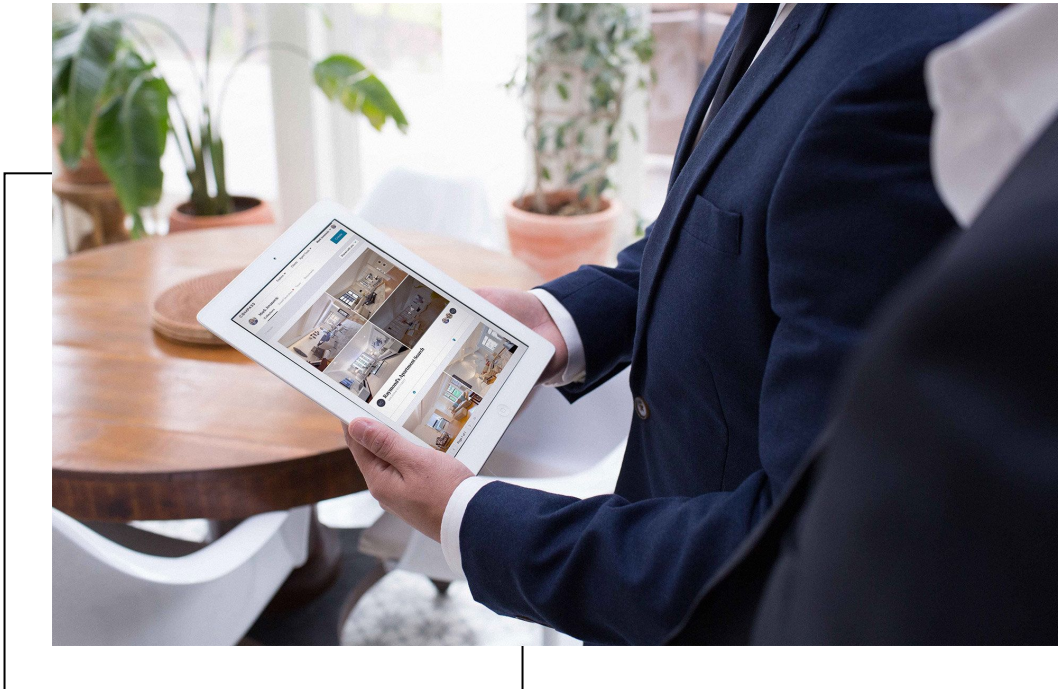


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COMPASS

# THERE ARE OVER 70 TASKS 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** Assist client with the preparation and production of 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.
- 35** Publish the listing to MLS and IDX as applicable, as well as to third-party sites.
- 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** Share disclosure package.

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

**59** Coordinate and confirm inspections and appraisal.

**60** Negotiate repairs or other issues raised by buyer with cooperating broker, if applicable.

**61** Submit required title forms

**62** Verify buyer funds are collected in full.

**63** Complete contingency removal documents.

**64** Counsel the client regarding contractual expectations in preparation for vacating the property

# FILE DOCUMENTS & PREPARE FOR CLOSING

**65** Confirm loan documents are received.

**66** Submit forms to the broker for compliance.

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

**68** Schedule seller signing appointment.

**69** Schedule closing appointment.

**70** Coordinate document delivery and signing of documents.

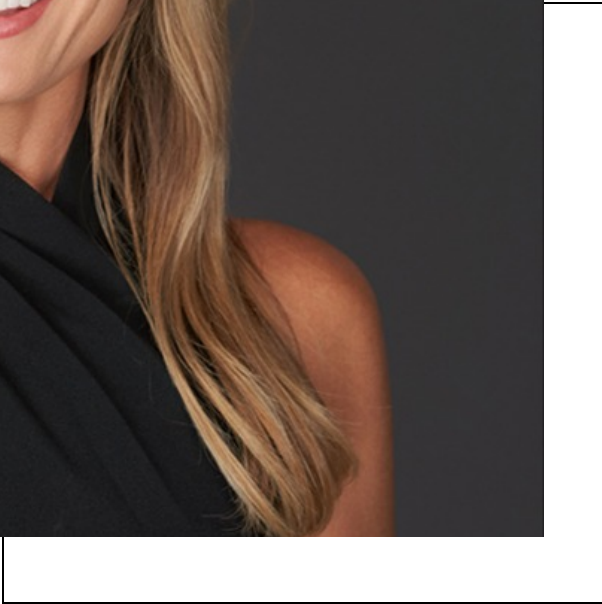
**71** Sign closing documents.

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

**73** Update MLS listing status.

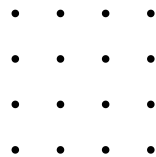
**74** Congratulate client on a smooth and successful process!





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