

THE VALUE I ADD WHEN LISTING YOUR HOME

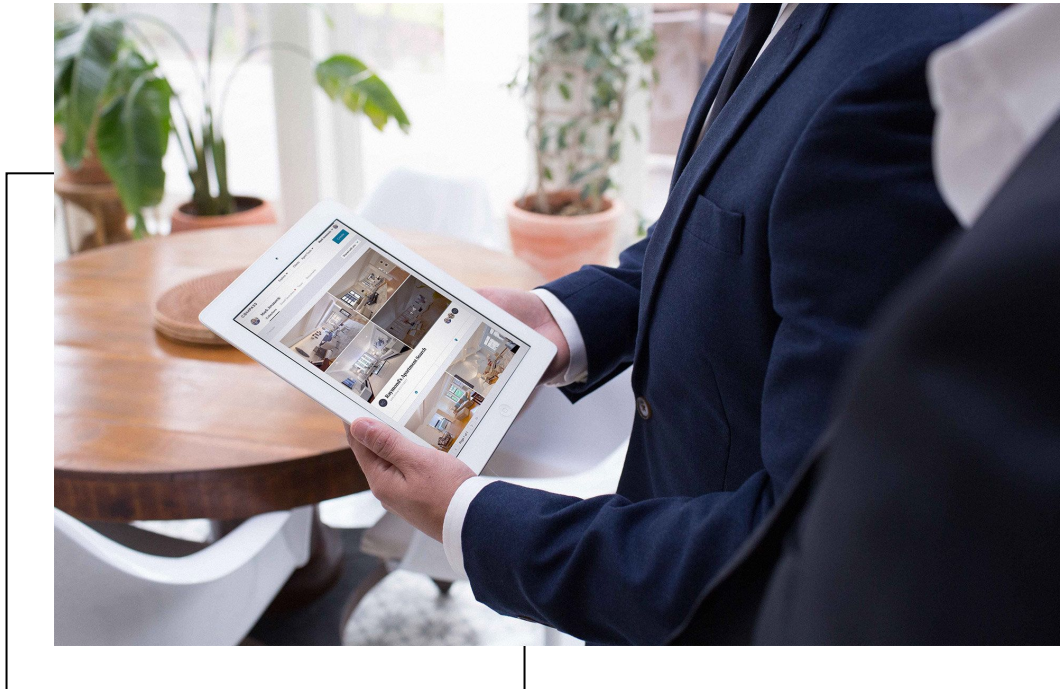


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COMPASS

THERE ARE OVER 100 TASKS THAT I COMPLETE FOR YOU



UNDERSTANDING THE MARKET

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

RESEARCHING THE PROPERTY

- 07** Understand the full history of the property, including any changes and improvements made.
- 08** Determine any geographic risks for the property and the surrounding area.
- 09** Assess the current condition of the property.
- 10** Develop proposal for property improvements, remodeling and staging.
- 11** Learn all relevant details and attributes of the property, including number of bedrooms, bathrooms, square footage, acreage, etc.
- 12** Look up the property's tax information.
- 13** Research any localized rules and regulations applicable to property.
- 14** Collect maps, surveys and reports associated with the property.
- 15** Obtain proof of ownership.
- 16** Run the title to provide a preliminary report.
- 17** Develop a comprehensive listing marketing strategy.

STRATEGIZE WITH YOU

- 18** Understand your interest in investment, risk and monetary return.
- 19** Learn personal details about you and what is motivating you to sell your property.
- 20** Provide pricing for current condition versus improved condition.
- 21** Create presentation materials regarding the property.
- 22** Advise you about potential pricing strategies reflecting the current market.
- 23** Create a communication plan.

DOCUMENTATION

- 24** Create and complete a listing agreement package.
- 25** Prepare and produce other relevant buyer and seller protection forms.
- 26** Set up pre-title and pre-escrow documents.
- 27** Invite you to navigate through all documents together.
- 28** Run title and provide preliminary report.
- 29** Review all forms in disclosure package.
- 30** Order reports from third-parties (e.g. preliminary title).

PREPARATION OF THE PROPERTY

- 31** Determine when property can be accessed.
- 32** Schedule all media appointments, including photographer, videographer, aerial photographer, staging and or cleaning services.
- 33** Order and install “For Sale” sign and any other relevant signage.
- 34** Secure and register electronic key box and deliver to property.
- 35** Recommend vendors to client for improvements prior to listing.
- 36** Order a floor plan if needed.
- 37** Advise on all agreed upon improvements including landscaping, painting, fixture updates, minor and major renovations, etc.
- 38** Plan listing date.
- 39** Input listing into MLS.
- 40** Consider creating listing as “Coming Soon” if available in the market (this currently is not available in Washington.)
- 41** Create marketing collateral.

42 Write listing description.

43 Create and execute open house and showings schedule and update MLS listing with corresponding times.

44 Update MLS with corresponding times and client preferences for appointments.

45 Maintain consistent communication with seller to provide ongoing updates on progress.

46 Submit finalized listing documents for compliance review.

PREPARE MARKETING

47 Design materials that showcase the property, such as emails, brochures, social media posts, Workplace posts.

48 Expose property internally to over 28,000 Compass agents.

49 Create a “Just Listed” post on social media.

50 Print materials for open houses and showings.

51 Post listing on social media as a new listing.

52 Conduct & create a reverse prospect campaign if needed.

53 Create QR codes for the property if needed.

ACTIVATE & MARKET LISTING

54 Make disclosure package accessible by adding to MLS.

55 Publish listing to MLS and to third party sites.

56 Create Collections to show comps related to the property.

57 Broadcast listing to personal and professional networks through social media posts and email blasts.

52 Share property with Compass network and other agents at Sales Meetings and via personal outreach.

53 Create and run digital ads to target buyers and markets.

54 Monitor any changes in the market to refine listing strategy and make needed updates (revising price, terms, etc.) accordingly.

55 Refine listing marketing strategy based on feedback.

56 Communicate progress of listing.

SHOW THE PROPERTY

57 Communicate with you to confirm schedule and preparation.

58 List the open house to the MLS and verify times are correct.

59 Coordinate and host private tours and open houses.

60 Organize specific marketing campaign for the open house.

61 Arrive at the property in advance of scheduled open houses to turn on lights and verify show readiness.

OFFERS & NEGOTIATIONS

62 Compile, organize and communicate any received offers to you.

63 Advise and strategize with you on actioning offers and creating and approving any counter-offers.

64 Present counter-offer to buyer's agent.

65 Complete all relevant documentation for counter offer.

66 Liaise between you and buyer's agent for any additional counter-offers, advising you along the way to secure the most advantageous price and terms.

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

68 Notify you when terms are agreed upon.

69 Share disclosure package.

70 Attach all completed documents to compliance checklist.

71 Update MLS listing status.

INITIATE TRANSACTION

72 Send executed offer package, receipt of purchase and sale contract to Title & Escrow.

73 Create mutual overview.

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

75 Create and execute closing timeline and transaction review.

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

MANAGE DISCLOSURES & CONTINGENCIES

77 Share disclosure package.

78 Share estimated closing costs and all documents with you.

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

80 Coordinate and confirm inspection.

81 Coordinate and confirm appraisal.

82 Submit required title forms.

83 Ensure buyer funds are collected in full.

84 Complete contingency removal documents.

85 Ensure you understand contractual expectations in preparation for vacating the property.

FILE DOCUMENTS & PREPARE FOR CLOSING

- 86** Confirm loan documents are received.
- 87** Send funding packet to lender to confirm wire amount needed to close.
- 88** Prepare and submit recording package and final documents.
- 89** Finalize policy and mailing original documents to buyer and seller.
- 90** Ensure documents are recorded.
- 91** Set up form packages for compliance requirements.
- 92** Ensure estimated settlement statement from Title & Escrow is correct.
- 93** Schedule seller signing appointment.
- 94** Schedule closing appointment.
- 95** Coordinate document delivery and signing of documents.
- 96** Sign closing documents.
- 97** Communicate seller signatures to other party.
- 98** Satisfy funding conditions.
- 99** Send out recorded and closed emails.
- 100** Ensure copies of signed closing documents are shared with buyers agent, seller, mortgage company, etc.
- 101** Update MLS listing status.
- 102** Ensure funds are submitted and all commissions are allocated appropriately.
- 103** Remove signage.
- 104** Congratulate you on a smooth and successful process!



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