



150 THINGS
WE WILL DO AS YOUR
Listing Agents

The Ultimate Guide to Selling Your Home with Ease:
A Comprehensive Resource for Future Clients

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INTRODUCTION

CHAPTER

Welcome to our comprehensive guide on selling your home with ease. We are Ellen Bryson and Wendy Choisser, your dedicated real estate agents, committed to providing you with expert guidance and personalized attention throughout your home selling journey. This guide covers over 150 tasks we will handle to ensure a seamless and successful experience.

Welcome to Your Ultimate Home Selling Guide

Selling your home is a significant milestone, and choosing the right real estate agent to guide you through this journey can make all the difference. We are Ellen Bryson and Wendy Choisser, dedicated and experienced real estate agents committed to ensuring that your home selling experience is seamless, successful, and stress-free.



Why Choose Us?

With decades of combined experience in the real estate industry, we bring a wealth of knowledge, expertise, and personalized service to each transaction. Our comprehensive approach covers every detail, from the initial consultation to post-closing support, guaranteeing that no stone is left unturned. We pride ourselves on our ability to tailor our services to meet the unique needs of each client, ensuring that your goals are not only met but exceeded.

What to Expect?

In this guide, we will walk you through the 150 tasks we undertake as your listing agents. This extensive list is designed to provide you with a clear understanding of the value we bring to the table and the meticulous attention to detail we apply to every aspect of the selling process.

You can expect:

- **Expert Guidance:** We will provide you with comprehensive market analysis, strategic pricing, and customized marketing plans to attract the right buyers.
- **Personalized Attention:** From preparing your home for sale to negotiating the best offers, we will be with you every step of the way.
- **Seamless Process:** Our goal is to make the home selling process as smooth as possible, handling all the intricate details so you can focus on your next chapter.

Our Commitment

We are committed to upholding the highest standards of professionalism, integrity, and client satisfaction. Our success is measured by your success, and we strive to build lasting relationships based on trust and exceptional service.

Thank you for considering us as your listing agents. We look forward to working with you and achieving outstanding results together. Let's embark on this journey and make your home selling experience not only successful but also enjoyable.

2 CHAPTER

GETTING STARTED: PRE-LISTING ACTIVITIES

- 1. Scheduling & Confirmation:** After booking an appointment, we'll confirm details via call, email, or text.
- 2. Preparation:** We'll review pre-appointment questions to ensure a productive meeting.
- 3. Market Research:** We'll analyze current listings in your area to determine your competition.
- 4. Sales Analysis:** We'll study sales activity over the past year to understand market trends.
- 5. Average Days on Market:** We'll determine how long comparable properties stay on the market.
- 6. Historical Performance:** We'll review historical market data to predict future trends.
- 7. Public Records Review:** We'll gather property information from public records.
- 8. Comparable Market Analysis (CMA):** We'll establish your property's market value and discuss it with you.
- 9. Subdivision Information:** We'll obtain subdivision or complex layouts for marketing purposes.
- 10. Ownership and Deed Research:** We'll investigate the property's ownership history and any deed restrictions.

11. Verification of Public Information: We'll confirm lot size and dimensions.

12. Legal Description Check: We'll verify your property's legal description.

13. Zoning and Restrictions: We'll examine zoning laws and deed restrictions.

14. Curb Appeal Assessment: We'll conduct an exterior evaluation to enhance your home's attractiveness.

15. School Boundaries: We'll verify public school zones for potential buyers.

16. School Ratings: We'll research school ratings to provide valuable information to buyers.

17. Impact of Schools: We'll explain how school quality affects your home's value.

18. Property File Compilation: We'll assemble a comprehensive file on your property.

3 CHAPTER

LISTING APPOINTMENT PRESENTATION

19. Goal Discussion: We'll talk about your goals for selling your property.

20. Tax and Estate Planning: We'll advise you to consult professionals for tax and estate planning.

21. Market Overview: We'll provide an overview of current market conditions.

22. CMA Results: We'll present the CMA results, including comparable sales and listings.

23. Pricing Strategy: We'll suggest pricing strategies based on our expertise and market analysis.

24. MLS Benefits: We'll explain the advantages of listing your home on the Multiple Listing Service.

25. Marketing Advantages: We'll discuss the benefits of web marketing, IDX, and AI for reaching buyers.

26. Credentials Review: We'll review our qualifications and achievements with you.

27. Behind-the-Scenes Work: We'll explain the behind-the-scenes efforts to sell your home.

28. Buyer Screening: We'll handle calls from qualified buyers and set showing appointments.

29. Showing Your Home: We'll discuss our approach to showing your home and addressing buyer concerns.

30. Visualizing Ownership: We'll help buyers envision themselves living in your home.

31. Appointment Verification: We'll confirm every showing appointment to ensure your home is ready.

4 CHAPTER

ACTIVATING THE LISTING AGREEMENT

32. Title Information Review: We'll revisit and review title details.

33. Room Measurements: We'll measure all rooms for MLS input.

34. Public Records Check: We'll review public records or old appraisals for accurate square footage.

35. Lot Size Confirmation: We'll confirm lot size using public records and certified surveys.

36. Unrecorded Adjustments: We'll record any unrecorded property adjustments or agreements.

37. House Plans Review: We'll review and copy any house plans you provide.

38. Plot Map Preparation: We'll prepare and order duplicatable plot maps for prospective buyers.

39. Showing Instructions: We'll prepare showing instructions, including time and date windows.

5 CHAPTER

ENTERING PROPERTY INTO THE MLS DATABASE

40. MLS Profile Sheet: We'll ensure the quality and accuracy of listing data.

41. Marketing Comments: We'll work with a copywriter to create compelling marketing comments.

42. Data Entry: We'll enter property data and marketing comments into the MLS database.

43. Professional Photos & Tours: We'll upload all professional photos and virtual tours.

44. Listing Proofreading: We'll proofread the MLS listing for accuracy and proper mapping.

45. Seller Reports: We'll provide seller reports from listing aggregators.

46. Active Listings: We'll ensure your listing is added to the company's active listings list.

6 CHAPTER

MARKETING YOUR PROPERTY

47. Broker Caravan: We'll organize a broker caravan for agents to visit your property.

48. Open Houses: We'll conduct open houses to attract prospective buyers.

49. Brochure Distribution: We'll email color brochures to local residents and luxury agents.

50. Professional Brochure: We'll create a brochure with a QR code for follow-ups.

51. Electronic Flyers: We'll send "Just Listed" electronic flyers to our contact list.

52. Mobile Brochure: We'll create a mobile brochure for periodic texts and social media posts.

53. Realtor Notifications: We'll notify San Diego County Realtors about your listing.

54. Online Marketing: We'll market your home on prominent real estate websites.

55. Print Advertising: We'll use print advertisements in major publications when appropriate.

56. Social Media: We'll promote your property on Coldwell Banker Global Luxury media sites.

7 CHAPTER

AMPLIFY YOUR PROPERTY'S PRESENCE

- 57. YouTube Ads:** We'll produce a 30-second YouTube ad to reach a targeted audience.
- 58. Online Reports:** We'll provide weekly online reports on marketing activities.
- 59. Local Marketing:** We'll place brochures in local agent mailboxes and upload listing information to agent websites.
- 60. Referral Programs:** We'll advise our company Network Referral Program of your property's availability.
- 61. International Marketing:** We'll provide marketing data to international relocation networks.
- 62. National Referral Network:** We'll share marketing data with potential buyers through our National Referral Network.
- 63. Internet Ads:** We'll submit ads to participating internet sites.
- 64. Price Changes:** We'll update price changes immediately in the MLS and internet sites.
- 65. Brochure Reprints:** We'll reprint brochures as needed.
- Feedback Communication:** We'll send feedback emails or texts to buyer's agents after each showing.
- 66. Feedback Communication:** We'll send feedback emails or texts to buyer's agents after each showing.
- 67. Market Data Review:** We'll review the latest market data and share insights with you.
- 68. Showing Agent Feedback:** We'll discuss feedback from showing agents and adjust strategies if necessary.

8 CHAPTER

THE OFFER, PURCHASE CONTRACT, AND ESCROW PROCESS

69. Offer Review: We'll review all offers to purchase contracts submitted by buyers or their agents.

70. Buyer Qualification: We'll contact the buyer's agent to review qualifications and commitment.

71. Offer Highlights: We'll highlight relevant offer points for your consideration.

72. Offer Forwarding: We'll forward each offer to you for review and decision-making.

73. Net Sheet Preparation: We'll prepare a net sheet for each offer to show financial benefits.

74. Offer Discussions: We'll discuss the pros and cons of each offer with you.

75. Counteroffers: We'll prepare and convey all counteroffers, acceptances, and amendments.

76. Negotiation Strategy: We'll negotiate offers to determine the buyer's walkaway point.

77. Escrow Timeline: Once an offer is accepted, we'll prepare an escrow timeline for all parties.

78. Document Forwarding: We'll forward all required documents to Open Escrow and the escrow officer.

79. Transaction Coordinator: We'll ensure all documents are forwarded to our transaction coordinator for timeline management.

80. Deposit Verification: We'll verify that the buyer's initial deposit is wired to escrow.

81. Disclosure Documents: Our transaction coordinator will provide you with blank disclosure documents to complete.

82. Disclosure Review: We'll review all disclosure documents with you for accuracy and completeness.

83. Document Signing: We'll ensure the transaction coordinator sends all documents for your signature.

84. Document Review: We'll go over each document with you to clarify relevance and necessity.

85. Document Delivery: We'll deliver signed documents to the transaction coordinator for forwarding to the buyer's agent.

86. Purchase Document Copies: We'll ensure copies of all purchase documents are delivered to the buyer's lender if needed.

87. Continued Showings: We'll continue showing your home to encourage backup offers.

88. Backup Offer Review: We'll review any backup offers with you.

89. Backup Offer Negotiation: We'll negotiate backup offers to move into primary position if necessary.

90. MLS Status Update: We'll update the MLS status to "Pending" as required.

91. Lender Information: We'll provide the buyer's agent with lender contact information for financing approval.

92. Title Information: We'll ensure title information is delivered to the buyer for review.

- 93. HOA Documents:** We'll ensure HOA documents are delivered to the buyer for review.
- 94. Buyer Inquiries:** We'll be available to answer any questions from the buyer or their agent regarding the title report or HOA documents.
- 95. Title and HOA Documents:** We'll ensure all relevant title and HOA documents are delivered to the buyer for their review and approval.
- 96. Buyer's Home Inspection:** We'll help schedule and attend the buyer's home inspection.
- 97. Septic Inspection:** We'll help schedule and attend the buyer's septic inspection if needed.
- 98. Termite Inspection:** We'll help schedule and attend the buyer's termite inspection if needed.
- 99. Well Flow Inspection:** We'll help schedule and attend the buyer's well flow inspection if needed.
- 100. Mold Inspection:** We'll help schedule and attend the buyer's mold inspection if needed.
- 101. Lender Appraisal:** We'll help schedule and attend the buyer's lender appraisal visit if needed.
- 102. Inspection Report Review:** We'll review each written inspection report to understand all findings.
- 103. Inspection Discussion:** We'll discuss each inspection report with you in detail.
- 104. Inspection Follow-Up:** We'll follow up with the buyer's agent to request all written inspection reports as required.
- 105. Repair/Credit Requests:** We'll review any buyer's requests for repairs or credits with you and discuss options.

106. Response Preparation: We'll prepare responses to the buyer's repair/credit requests for your approval and signature.

107. Response Forwarding: We'll forward your signed responses to the buyer's agent.

108. Escrow Amendments: We'll ensure any changes from repair negotiations are sent to escrow for amendment.

109. Service Provider Coordination: We'll coordinate with service providers for repairs and meet them at the property if needed.

110. Timeline Tracking: We'll track all relevant timeframes in the purchase agreement.

111. Performance Dates: We'll discuss any missed performance dates with the buyer's agent and inform you of the findings.

112. Contractual Remedies: We'll inform you of your contractual remedies if a buyer misses performance dates.

113. Notice Preparation: We'll prepare a written notice to the buyer to perform or close and present it to you for signature.

114. Form Delivery: We'll ensure delivery of signed forms to the buyer's agent and escrow.

115. Timeframe Follow-Up: We'll follow up on timeframes associated with notices and inform you of next steps if buyers fail to perform.

9 CHAPTER

CLOSING PREPARATIONS

116. Final Forms Update: We'll update any required final closing forms and files.

117. Forms & Information: We'll ensure all parties have the necessary forms and information to close the sale.

118. Closing Date Confirmation: We'll confirm the closing date and notify all involved parties.

119. Title Issues Resolution: We'll assist in solving last-minute title problems and obtaining any required certificates.

120. Final Walk-Through Coordination: We'll coordinate with the buyer's agent for the final walk-through before closing.

121. Final Walk-Through Signatures: We'll ensure all signatures on the final walk-through form and address any open items.

122. Closing Figures Review: We'll carefully review all closing figures and pro-rations on the "Estimated Closing" statement.

123. Home Warranty Transfer: We'll ensure the Owner's Home Warranty is ready for transfer to the buyer upon closing.

124. Closing Coordination: We'll help coordinate the closing and the seller's next purchase to resolve any timing issues.

125. MLS Status Update: We'll update the MLS to mark the property as sold and enter all relevant details.

126. Move-Out Coordination: We'll coordinate with you on the required move-out date and time.

10 CHAPTER

AFTER CLOSING

127. Home Warranty Claims: We'll answer any questions to help buyers file Home Warranty Claims after closing.

128. Conflict Resolution: We'll clarify and resolve any conflicts regarding repairs if buyers are dissatisfied post-closing.

129. Follow-Up Communication: We'll respond to follow-up calls from you, the buyers, or their agent.

130. Additional Information: We'll provide any additional information required for office file audits.

11 CHAPTER

POST-CLOSING SUPPORT

131. Final Coordination: We'll ensure all final details are managed smoothly for both parties.

132. Seller's Next Steps: We'll assist you with your next steps post-closing to ensure a smooth transition.

133. Buyer Introduction: We'll introduce the new owners to the neighborhood and provide them with useful information.

134. Feedback Gathering: We'll gather feedback from both buyers and sellers to improve our services.

135. Continued Support: We'll remain available for any questions or concerns that may arise after the sale.

12 CHAPTER

ENSURING A SMOOTH TRANSITION

136. Utility Transfer: We'll assist in transferring utilities to the new owners.

137. Service Continuation: We'll ensure any ongoing services are continued or transferred smoothly.

138. Community Resources: We'll provide new owners with a list of local community resources and contacts.

139. Neighborhood Introduction: We'll introduce the new owners to the neighborhood and key contacts.

140. Celebratory Gesture: We'll provide a small token of appreciation to welcome the new owners to their home.

141. Ongoing Communication: We'll maintain communication with you to address any post-sale concerns.

142. Market Updates: We'll keep you informed about market trends and updates even after the sale.

143. Referral Program: We'll invite you to join our referral program and benefit from referring new clients.

144. Client Appreciation Events: We'll include you in client appreciation events and activities.

145. Future Planning: We'll assist you with planning for future real estate needs.

13 CHAPTER

BUILDING LASTING RELATIONSHIPS

146. Client Testimonials: We'll request your feedback and testimonials to help future clients.

147. Community Engagement: We'll stay engaged with the community and local events.

148. Professional Development: We'll continue to enhance our skills and knowledge to serve you better.

149. Personalized Service: We'll provide personalized service tailored to your specific needs and preferences.

150. Thank You Note: We'll send a heartfelt thank you note expressing our gratitude for your trust and partnership.

CONCLUSION

This comprehensive guide ensures that every aspect of your home selling journey is covered, providing you with peace of mind and confidence in the process. With dedication, expertise, and a personalized approach, we are here to make your real estate experience as smooth and successful as possible.

“ Thank you for considering us as your listing agents. We look forward to working with you and achieving outstanding results together. Let's embark on this journey and make your home selling experience not only successful but also enjoyable.

-Ellen Bryson & Wendy Choisser”