

KELLERWILLIAMS®
Productivity Coaching

Working with Buyers
Working with Sellers
Open Houses

Working with Sellers - Listings

DATE _____

Seller Appointment Form

FORD DISC

Names on Deed _____

Mailing Address _____

Property Address if different _____

H# _____ Cell _____ E-Mail: _____

Work: _____ Cell: _____ E-Mail: _____

Explain PA Consumer Notice What prompted you to call Keller Williams today? Source of call. _____

Why do you need to sell your home? _____

How soon do you need to move? _____ Is a Relocation Co. paying your expenses? _____

When did you buy your home? _____ What did you pay? _____

What is your outstanding Mortgage Balance? _____ Are you current on your mortgage? _____

How much do you hope to get for your home? _____

Tell me about your home: Describe your floorplan _____

LR/Great Rm _____ Kit _____ Bedrooms _____ Baths _____ Family Rm _____

Study _____ Other _____ Basement/Fin? O.E.? _____

Garage _____ Lot size _____ Public water/Well Age (last tested?) _____

Public Sewer/On Site –Age (last tested?) _____

Any Leased Systems? _____ ? Underground Oil tank ? _____

On a scale of 1-10, with 10 being the best, what condition is your home in? _____

Great! And what do YOU think it would take to make it a 10? _____

What improvements/Upgrades have you made? _____ Additions? _____

Flooring? _____ Age or condition of kit., baths? _____

What improvements are you planning to make prior to putting your home on the market? _____

How does your home compare to others in the neighborhood? What is Unique? _____

Have you been on the market before? _____ When? _____ Why didn't it sell? _____

When are you planning to put your home on the market? _____

If you hire me as your Realtor, what are your expectations? _____

If I sell your home in the next 30 days would that pose a problem for you? If yes, what would that problem be? _____

Is there anything I didn't ask that is important for me to know? _____

When we meet, if what I say makes sense, you are on board with my marketing plan, we agree on price and you feel 100% comfortable and confident that I can...sell your home... will you be ready to get started when I come out?" _____

If no –may I ask why? _____

Appt. date/time _____ **Referral? Y or N?** _____ **Pre-list Yes or No –deliver or email?** _____

Steps in Listing a Property

Pre-Listing Packet

1. Include a letter to seller/s
 - a. Comments/explanations about forms included
2. KW info
3. Your personal resume or list of past transactions, referrals/recommendations
4. Business card-1 or2?
5. Blank Sellers Disclosure
6. Consumer Notice
7. Call to see if received. Set up an appointment.
8. Create an Opportunity in Command.

Initial Meeting

1. Consumer Notice questions? Before you're hired or begin to talk get it signed-explain Agency. Must do prior to "any substantive real estate discussion".
2. Answer any questions about the pre-listing packet
3. Describe your marketing
4. Timeline for marketing-photos, MLS input, social media, other agents
5. Present comparable homes for pricing
6. Complete the listing contract; did they fill out the Sellers Disclosure-if so review; Lead Paint Disclosure if applicable, other forms that apply to this listing.
7. Walk through house taking notes for MLS remarks, things to do. You can do this while they finish paperwork-sellers disclosure, notes about house etc.
8. Decide on showing instructions, lockbox etc.
9. Discuss open houses.
10. Discuss feedback. Should they expect it? When will you contact them to discuss it?
11. Price changes. 10 showings or 10 days with no offer means price needs a reduction.

Pre-Marketing Preparations

1. Stage home-professional stager? Who pays?
2. Create a "to do" list for cleaning, work to do. Time frame to get done.
3. Professional Photographer-who pays?
4. Create marketing materials-postcards, landing pages, flyers, ads etc. Designs in Command.
5. Start MLS input-remarks, photos. You can post later.

Active Listing in MLS

1. Post listing to MLS when all information and photos are ready to go.
2. Schedule Open Houses and Broker opens right away.
3. Put showing instructions in Showing time-online or call them.
4. Sign in yard, lockbox. Sign only if in MLS or Coming Soon is in MLS.
5. Call neighbors (if not on Do Not Call list), door knock.
6. Review 7th Level Open House materials.
7. Check on Municipality rules on signs and Open Houses. Some HOAs also have rules about signs etc . If you put up a sign that's not permitted the Municipality may take it, throw it away or charge you to get it back. www.SuburbanRealtorsAlliance.com
8. Give sellers a copy of The Consumer's Guide to the Agreement of Sale. Available at PA Realtor.org. You can print it out or email it. It will give them information in advance.

You Received an Offer on your Listing

1. Ideally, all documents that are needed should be in your hands. You really can't tell the buyer's agent you won't present it until..... *We are required to present all offers.* The sellers can decide they need more information to make a decision and you go back to the buyer's agent and ask for what the seller wants to see-BFI, Pre-approval etc.
2. Make a copy of the Agreement for yourself and the sellers. If you send them the form electronically make sure they have been prepared by you to understand what they're reading. Remember we have The Consumer's Guide to the Agreement of Sale on the PAR website. www.PaRealtor.org.
3. Discuss the terms and conditions with the seller. Everything is negotiable so keep that in mind. Encourage your seller to reply.
4. Sellers have 4 options to an offer:
 - a. Accept
 - b. Reject
 - c. Negotiate
 - d. Sell to someone else
5. Keep communication going. Acknowledge that you received the offer.
6. Keep the other side informed, if only to say, "I'm working on it". When we don't tell what's going on or where we're at the other side will always assume or invent something. It's human nature.
7. Once you agree to terms, the Buyers' agent *could* send you a new offer or a CTA- change in terms addendum.
8. Once all parties have signed you now have an executed Agreement of Sale.
9. The time frames for inspections, mortgage approval begins the day ***AFTER*** the last person signs the offer.
10. Buyer will have inspections: home, radon, wood infestation etc.
11. At the end of the inspection time frame (10 days is default unless changed) you will receive copies of all reports. It says so in the Agreement. Not an option but a requirement.
12. In addition, you'll get a request for repairs, credits from the Buyer.
13. Buyer-will send you a form-BRI-to outline those requests.
14. The BRI is signed only by the Buyer. It's his/her request for things to do and starts the negotiations. Seller doesn't sign it.

15. At the end of the negotiation time frame (5 days is the default Unless changed) if Buyer and Seller have agreed to repairs, credits then there should be a CTA-change in terms addendum signed by all parties
16. If at the end of the negotiation time frame, buyer and seller have not agreed, then Buyer has 2 days to decide to purchase or terminate in writing.
17. If the transaction moves forward other contingencies must be met according to their time frames. Mortgage for example.
18. Once the lender provides buyer with a "commitment" the buyer's agent should forward to listing agent.
19. Please read and review the "commitment" to see if there are any conditions not provided in Paragraph 8. For example, contingent on a satisfactory appraisal. Always go back to the contract to see what's required etc. Some conditions can't be removed in 7 days. For example, reconfirming credit or employment. If you have questions, call the lender for clarification.
20. Buyer's agent should also send a copy of the Title Report once received. Please read and review, if questions, the issuing Title Company should be able to provide answers.
21. Inspections done, repairs and/or credits agreed, mortgage commitment in, title report received. Now you wait for the pre-settlement walkthroughs, move out and settlement.
22. Listing agent takes deposit checks to settlement. Give to title person.
23. Listing agent makes sure all keys, garage door openers, codes, trash pickup info, etc. are provided at settlement
24. Lockbox and sign removed from property?
25. Ask for a marked-up title report.
26. Scan documents into Opportunities in Command
27. Paper clip check/s to closing form and put in MCA's mailbox

Dates to Remember Seller

Property: _____

1 . Mortgage Commitment: _____

2. Inspections:

- a. All inspections completed by _____ and request for repairs or credit presented to seller.
- b. Negotiations with Seller begin _____ end no later than _____
- c. If negotiations aren't resolved: 2 days to decide to buy or terminate end on _____

3. Deposit money:

- a. first deposit delivered by _____
- b. second deposit delivered by _____

4 . Settlement date: _____

- a. Time _____
- b. Place _____

Please contact your coach with any questions.

FROM LISTING TO SETTLEMENT - Listing

Congratulations! We are on our way to the final closing of your home. A very critical period of time in the sale of your home begins when an offer is received. Experience gained from closing hundreds of real estate transactions enables me to provide valuable assistance to you throughout each step in this important process.

NEGOTIATING THE OFFER

Successfully negotiating the offer will be the first critical step in accomplishing the sale of your home. It is my goal to help you achieve the highest and best price possible, as well as obtain conditions and terms which are most acceptable to you.

We will review financial qualifications of the purchaser to ensure that a mortgage is attainable.

It is also essential at this stage that we expeditiously deliver all necessary documentation related to the sale contract.

A buyer may require that specific satisfactory inspections be completed on your home as a condition of the agreement of sale. These inspections generally occur within ten days of the signing of the agreement, for this reason the lockbox will remain on the home until settlement. We will coordinate these inspections, consulting with both you and the buyer's agent.

Possible inspections include:

- Home Inspection
- Well Certification
- Septic Inspection and Certification
- Radon Test
- Wood Destroying Insect Infestation Inspection
- Pool Inspection
- Lead Paint Inspection
- Mortgage Appraisal

Reaching a successful closing requires paying attention to an incredible number of details

What about Inspections?

Most Inspections are quite lengthy lasting from 1.5 hours to 3 hours. The Buyers and the Home Inspector generally attend the Home Inspection and often the Septic System Inspection. I'll call you to schedule the appointments. Most Inspection Companies have electronic keypad access, so it is not necessary for you to be home for inspections. In fact, I **recommend that you do not plan to be home for the inspections.** If you are home at that time, please do not accompany the Buyers & Inspector as they tour your home. Please give them the freedom to look around and ask the Inspector questions. Please do not have any discussion with the Inspector or the Buyers as to whether or not you are willing to make repairs. Refer any questions to me. It's probably more comfortable if you aren't at home for this reason.

After receipt of the Home Inspection Report, I will contact you to discuss the Inspection. If defects arise as a result of any inspections or certifications, we will discuss the best way to proceed and negotiate on your behalf. If it is determined that you will correct identified defects, I can help by providing names of licensed contractors and experts capable of evaluating and correcting the defect. Documentation of the repairs will be necessary, and I will provide guidance throughout the process.

I will respond to the Buyer's Agent letting them know your decision whether or not you will make repairs. Refer to your Agreement of Sale, paragraph 13, so that you know the time frame necessary in which to respond to the Home Inspection

All other Inspections will be done in accordance with the Agreement of Sale. When all inspection results are received, a form will be prepared stating the results of all inspection negotiations. Once you and the buyer agree on repairs or possibly credits, we'll do another form which will specify the decisions agreed upon by all parties.

TIME FRAMES TO REMEMBER

It is customary to receive a second deposit about 10 to 15 days after the agreement has been signed. The Buyer or Buyer's Agent will ensure that we receive the deposit which we place in an escrow account held by Keller Williams Realty.

In today's market, buyers understand that sellers have an expectation that buyer's will be pre-approved for a mortgage before they make an offer on a house. Sometimes, however, the buyer sees a house before they expected and will need to get a lender to work with them right away.

It's often exciting to have an offer that you've accepted on your house. You'll be tempted to tell people right away that your house is "sold". My best advice is to not tell friends, family or post it on Facebook. Sometimes things happen between signing and settlement. We can discuss when it's the best time to announce "SOLD!"

Shortly after mortgage application, an appraiser will need to have access to your home to complete a formal appraisal. They will make an appointment through me to come to the house. I try to be there when the appraiser comes if I can. My job as your listing agent is to provide the appraiser with as much information as I can. I will prepare an appraiser package that can be handed to him/her or emailed. They will then decide what to use in determining value.

The buyer will be selecting a Title Company to conduct the settlement. It is our role to maintain communications with the Title Company prior to settlement to be certain that all of the appropriate documentation has been received.

Reminder: If you have automatic home fuel deliveries, be sure to have deliveries stopped. Any fuel in the tank is included in the sale of the property.

Also, if you have any payments automatically deducted from your checking account that relate to the house, YOU must notify those agencies. Your mortgage company has one department who knows you've sold your house, but they don't communicate with the department that collects your mortgage payments.

Closer to settlement we'll review what you need to do. I'll also give you a timeline, so you'll know what to expect. My job is also to make sure everything on the timeline is done whether by you or the buyer.

Buyers may make two pre-settlement walk-through inspections of house. The second is often the morning of settlement. The buyer's agent will accompany them on all visits.

One-week prior to settlement, you should receive an updated estimate of proceeds on the sale of your home from our title company.

1. Should I continue to allow Agents to show the house?

After you have signed the Agreement of Sale, we will change the status in the MLS to Pending and there will be no more showings.

2. When do you remove the lockbox?

We remove the lockbox after the pre-settlement inspection and/or the day of settlement.

3. When do I turn off Utilities?

If you are giving possession at closing, arrange in advance to transfer the utilities the day of settlement. You will need to call a week or so in advance at least. We'll decide when it's the best time.

Do not turn the utilities off prior to closing as the purchaser has the right to check the systems of the house during a pre-settlement inspection prior to settlement. There may also be a charge for turning them back on. Even though someone uses the phrase, "turn off your electric, water etc." what they really mean is discontinue billing you

4. Pre-Settlement Inspection

The Pre-Settlement Inspection is scheduled after you have vacated the home or 1-2 hrs. prior to settlement. I'll will notify you of the time once the Buyer's Agent lets me know.

5. Do I pay my Taxes?

No. Please do not pay any Tax Bills received after listing your house for sale. If you have questions, please ask me.

6. Do I pay my Mortgage?

If your settlement is scheduled from the 1st to the 15th of the month, please do not make a mortgage payment that month. If your closing is scheduled from the 15 through the end of the month, please make sure you pay your mortgage by at least the 5th of the month. Our Conveyancer will request a payoff from your Mortgage Co. two weeks prior to settlement. Note: **If you have a Home Equity Loan please make sure that you have provided us with a payoff request form.**

7. What do I bring to closing?

- Any receipts from repairs that were made per the inspection addendum. All garage door openers
- Mailbox key, Clubhouse key, codes, alarm info and instructions
- Driver's license or picture ID
- Original Death Certificate (if I don't already have one.)

8. Who attends the Closing?

Everyone who is on the deed will need to attend closing. If you are not planning to attend the closing, we can arrange for you to sign all the necessary paperwork in advance. Just let me know at least 2-3 weeks before settlement that you do not plan to attend. You will be asked to sign an authorization form allowing me to sign the settlement sheet on your behalf. I will call you from settlement to go over the final numbers and then sign for you.

MISCELLANEOUS

If you have agreed to provide the Buyer with a Home Warranty, we will make all the necessary arrangements for you. The cost will be added to the settlement fees, you do not pay in advance.

Please cancel your existing Homeowners Insurance Policy the day **after** settlement. You can call the day of settlement once you have your check and let them know to cancel. Give your Insurance Company your new address so they may mail your refund check to you.

If your Mortgage Company is holding an escrow for taxes and insurance, they will usually not release the escrow until they have received the pay off after settlement. They are required to get the refund by you within 30 days of settlement.

I will join you at the settlement table, where you will be required to sign the Deed, Seller's Affidavit, and the Alta Settlement Sheet. It is at this point that your home is truly *SOLD!*

Working with Buyers

DATE _____

FORD

DISC

Buyer Appointment Form

NAME(s) _____

Address _____

Home# _____ Work# _____ Cell# _____

E-mail _____

PROPERTY: _____

What prompted you to call Keller Williams today? (circle all that apply) Website, Realtor.com, Postcard, sign _____

Referral: _____ Are you planning to buy a home? _____
How soon to you plan on buying? _____ On a scale of 1-10 with one being just beginning to look and 10 being ready to purchase, where are you? _____

Are you working with a Realtor to purchase? _____ Have you seen any homes or made any offers? _____

Explain the PA consumer notice? (Agency Relationships) _____

Are you a 1st time buyer? _____ Are you renting? Or relocating? _____
Have you been pre-approved for a mortgage? _____ if so with whom? _____ Do you have a pre-approval letter? _____

Do you have a house to sell? _____, Do you need to sell to buy? _____

What is the price range you are comfortable with? _____

How much money do you have for the down payment? _____

If we found the perfect home today, would you buy it? _____

What are you 3 top criteria for selecting a home? (1) _____ (2) _____ (3) _____
Tell me about the home you have in mind? Location _____

Bedrooms _____ Baths _____ Bsmt _____ Garage _____ Acreage _____
Age _____ Style _____ Other _____

Is there anything that I didn't ask that would be important for me to know?

****Let me tell you how I work...I invite my clients to come into the office and at that meeting we will discuss specific details about what you are looking for in a home. We also discuss "how to buy a home in today's market". So, is tomorrow at 6pm ok or would Friday at 4pm be better?**

APPOINTMENT DAY AND TIME _____

You've Got a "BUYER"—now what?

- Did you/they make contact via internet, text or a phone call?
- What do they need at this point in time?
- Work on motivation and time frame. Ask the who, what, when, where, why questions—you get better information than the “yes or no” questions.
- Do they have a home to sell?
- Are you renting? When is your lease up?
- Have they talked to a lender? If yes, are they pre-approved?
- Try to set up an appointment for them to come to the office to meet.
- If you have a mailing address, send them a handwritten note. Otherwise, email or text.

Meet in the Office

1. Reconfirm the day before
2. Prepare a folder/binder/Opportunities room for them for your use
3. Review Consumer Notice—get it signed.
4. Prepare a folder for them to take away
 - a. Consumer Notice
 - b. Buyer Agency contract
 - c. Your info/resume etc.
 - d. Buyers Financial Information
 - e. Consumers Guide to the Agreement of Sale
5. If they have a pre-approval, ask for a copy—with them? Email?
6. Discuss their expectations, criteria
7. Set up first appointment to see houses
8. What is their preferred method of communication?
9. Share your KW app with them.

Showings

1. Create an auto email in the MLS with their criteria. Will you send it directly to them or will you review it first?
2. Ask them what houses they'd like to see
3. What have they already seen? How? Open House? Another agent?
4. Decide order of houses to see
5. Will you meet them or put them in your car?
6. You should print out Agent Full so you have information and can take notes on each property for yourself.
7. Have information on each property for them as well.
8. How many houses would they like to see each time you go out?
9. Are they available on short notice? At lunch time? Early evening (especially in summer)?
10. Will anyone else be involved in the decision making? If so, who? Will they also go to see all properties?

We Found It! Let's Make an Offer!

1. Let your coach know. Send him/her a copy of Agreement to review or discuss it.
2. You need to make sure the house is still available. Call the listing agent.
3. Look at documents uploaded to MLS for the property if you haven't already.
 - a. Sellers Disclosure
 - b. Lead Paint
 - c. Previous inspections?
 - d. Other
 - e. Is there a Home Warranty offered in remarks in MLS?
4. Ask the agent if there are any offers at the moment or expected. Remember, the Code of Ethics says the listing agent answers as directed by the seller. If the seller says they can answer, then there are other questions to ask:
 - a. If yes, thanks for letting me know. Is that offer/any of the offers from one of your buyers? From someone in your office/company?
 - b. If the answer to either question in A is yes, then you need to ask who will be presenting the offers? Is there a Dual Agency policy in their office? You don't want the listing agent presenting offers if they have their own buyer. Maybe the manager will?

Please remember that you need the answers to questions but if you ask in a friendly manner you should get friendly answers. If there is a dual/variable commission indicated in the MLS then you need to ask what it is. The listing agent must answer so that your buyer can formulate their offer so that the "bottom line" is equal. Dual/variable means that if they sell it "in house" the commission is less to the seller which is a definite financial advantage.
5. Is the seller in town? Readily available?
6. What are they looking for in a settlement date?
7. If there are multiple offers ask, "How has the seller decided to handle multiple offers?" Price Escalation Addendum? Just negotiate it out?
8. Write your offer online in Command. If buyers don't use email you'll need paper copies.
9. Provide the following to listing agent – ASK AGENT TO CONFIRM RECEIPT!
 - a. Signed Agreement of Sale
 - b. Copy of Deposit Check
 - c. Signed Sellers Disclosure
 - d. BFI
 - e. Pre-approval letter
 - f. Other (price escalation addendum, lead paint?)
10. Buyers need an estimate of Closing Costs before signing the Agreement. You can use Bright MLS to do that. Get them to sign a copy. Upload that to Opportunities/Command.
11. You will need a Deposit Money Notice for properties listed by another broker. For your file only, not needed by listing agent.

Negotiations

1. Seller has these options:
 - a. Accept
 - b. Counter
 - c. Reject
 - d. Sell to another buyer
2. Be open to negotiations.
3. Both sides will have things they “will” and “won’t do”
4. Communicate as quickly as possible with your buyer and the listing agent.
5. Please and thank you go a long way.
6. Be calm. Take your time. Silence is ok.
7. Once everyone has agreed you make changes to the Agreement, have it initialed and dated by the buyer/s and sent to listing agent for sellers’ signatures.

Your Buyer is UNDER CONTRACT – important items!

1. In Opportunities in Command, create the opportunity if you haven’t. If you have an opportunity and a transaction room created in DocuSign, then go to the Offers tab and create the offer in Opportunities. Then you can submit your commission information on the commissions tab (which should automatically be filled out – *this is the Greensheet Replacement*)
2. Also send copies of the AOS to:
 - a. Lender
 - b. Title Company.
 - i. The AOS says the buyer has 7 days to order title. You can change that time frame but keep in mind the time you have for settlement. Fast settlements will be the ones where title order shouldn’t wait.
 - ii. You actually let title know that your buyer is under contract—see below-3.
3. Title Company needs the ABA form which lists cost of title insurance and gives (FLT – CHESCO OR DEVON) Abstract permission to order it. You can email it.
4. Do you have the Calculator for the ABA—it’s an Excel file and will figure out the fees for title insurance. If you don’t have it email me and I’ll send it to you or ask Devon Abstract for it.
5. Create a time line so you can fill in all important dates.
6. Deposits—when due? Will they buyer need a certified check? (less than 30 days prior to settlement). Make sure you make a copy and upload this to your Docusign Room.
7. Schedule inspections. Give buyer 2-3 names of inspection companies and have them call to check on fees, types of inspections they can do, dates they are available. Need to coordinate inspections with the listing agent who will check with seller. Ask listing agent when you are first under contract if there are any times or days when an inspection would be difficult to schedule.
8. Tell buyer to call lender to see if there’s anything they need to do now.
9. Buyer also needs to make contact with an insurance company—especially if it’s one of the things elected under inspections.
10. **Inspections are completed.** The first document you use is the BRI—Buyer’s Reply to Inspections. This is the way the buyer tells the seller what they’d like them to do—fix, credit etc. Only the buyer signs it. Due by last day of the inspection time frame along with ALL inspection reports. Buyer must provide all reports to the seller even if there are no issues. Then the buyer and seller and their agents have 5 days to “negotiate” what will be fixed, credited etc. Once you have a decision, then you do a Change in Terms (CTA) addendum which buyer and seller both sign by the end of the 5 days. If no agreement is reached, the buyer has 2 days to decide to terminate or buy it as is. If they decide to terminate you need the Termination (TER) and release (REL) forms. They are both on one sheet of paper. The termination is only signed by the buyer. It identifies the part of the Agreement that the buyer is using to terminate. The Release is signed by both buyer and seller.

11. If a buyer terminates you need to notify the lender and the title company. Put TER and REL in Opportunities in Command. You could add—terminated—at end of address for clarity.
 - a. If you are still working with the buyer you can:
 - i. Keep the opportunity but update the information in the Opportunity for a new transaction/when it goes under contract again.
 - ii. Mark the Opportunity as a “Lost Opportunity”, this will then be archived from your sales pipeline, and then create a new opportunity with the same contact.
 - b. If you are no longer working with the buyer, you would go into the Opportunity and mark it as a “Lost Opportunity” to archive it from your sales pipeline.
12. Mortgage “commitment” date is in Paragraph 8. You should be in touch with the lender to see how things are going. Specifically, the appraisal. When will the appraiser go out? Are there any documents that the lender needs—from you or the buyer? Remember, all addenda must be provided to the lender.
 - a. The listing agent may contact you about the appraisal. They are usually just trying to make sure the deal “stays together”. You can check with your buyer’s lender. Sometimes the listing agent will call as the appraiser is “pulling out of the driveway” □ so understand it may take a couple days for the lender to have any information. Generally you’ll hear sooner if there’s an issue with value. □ Just let the listing agent know you’ll be in touch as soon as you know something.
13. If there is a Homeowners Association (HOA) the seller should have ordered the documents. The HOA/Management Company has 10 days to provide them. The listing agent may email them to you or if they come in paper form give them to you. You then get them to the buyer.

Please have buyers sign a Receipt of Documents (ROD) once you get the information to them. Sometimes the listing agent will send one along with the HOA Docs. If not, send to listing agent. Buyers have 5 days from the date of receipt to review and if there’s anything they don’t like they have the option to terminate. Please encourage them to read the documents and ask questions of the HOA ASAP. If they’re going to live there, they need to ask. Contact numbers are provided in the documents. There are also financial statements which show money in reserve, expenses etc. Encourage them to read them.

There is an important document you should pull out for settlement—the 5407 (HOA) or 3407 (condominium) form with instructions for the title company. Very important that you send to the title company. If the documents come electronically just download, if paper, make a copy, scan and upload to your loop then share with the title company. Good idea to take one with you to settlement. Always a good idea to look at the documents. You learn a lot about different HOAs and what each one does, rules etc.

14. Mortgage “commitment” comes from lender. May go to your buyer who should share with you. They can also authorize lender to share with you. Send it to the listing agent BUT review it first to see if there’s anything that needs to be removed or updated. Check in Paragraph 8. If there’s something that you wonder about call the lender. Borrowers don’t know what to look for but you should. Lenders will always answer questions. Sometimes the person sending the commitment isn’t the loan officer and they might overlook something. Watch dates in your timeline. Good idea to put those dates on your calendar. PS, you won’t know the appraisal number but your buyer should get a copy of the appraisal from the lender once it’s done. The seller might be curious but has no right to see the appraisal. It says so in the Agreement of sale. Paragraph 12 (A) 5 to be specific.
15. All paperwork is done on your side. Inspections done. BRI and CTA done. NOW you need to go to your Transaction Room in DocuSign through the Opportunities section of Command. If there are any that are blank or not signed—ARCHIVE them. Please clean up now so you aren’t confused later and our MCA doesn’t need to waste time on documents that weren’t used.
16. Mortgage Commitment received. Insurance ordered. Title report. Once you get it from the title company send a copy to the listing agent. Please read it and if you see something that looks “odd” ask the title company.

17. What about repairs? Does seller need to complete any prior to settlement? Are they providing paid receipts? Check your time line.
18. Buyer is entitled to 2 pre-settlement inspections. This allows buyer the opportunity to check on repairs before settlement. Was the repairs such that the inspector could/should come back to check? This would need to have been decided at time of inspection. Might be a charge.
19. Last pre-settlement inspection. Need to coordinate with listing agent as well. Preferable to do the morning of settlement if time permits. Could be done night before if seller has moved out.
20. Lockbox removal. It's very nice to tell the listing agent that you would bring the lockbox to settlement if they give you the shackle code etc. Sometimes listing agent will meet you there. Sometimes the lockbox was removed earlier and they need to put one on again.
21. Settlement. Verify the commission on the settlement sheet. Ask questions if not what is expected. Ask for a marked up title. Some title companies will automatically give you one. You need to ask others. Buyer will get a couple copies of the ALTA or HUD (cash) and so will you. upload the settlement sheet and the marked up title to Opportunities.
22. All closing documents are uploaded to the Transaction Room in DocuSign.
23. Do a closed sale sheet and put the check and the sheet in MCA's mailbox.

2 Pre-Settlement Walkthroughs

1. First could be a week or 10 days prior to settlement to see that repairs have been made. If there's going to be a change in terms—a seller assist to cover what wasn't done, price change—all of that needs time for the lender to process. TELL THEM.
2. Second is day of settlement or could be night before. Day of is usually better. Is seller moved out, house "broom clean", all personal property gone, inclusions left, exclusions taken?

Settlement

1. Buyer's choice of time and place made when date and time verified with title company.
2. Make sure buyer has check and that it's made out correctly.
3. Buyer needs proof of insurance
4. Bring driver's licenses
5. Bring personal check in case. Check with title company as to how large a personal check they would take.
6. Lender does explanation of loan documents.
7. If Lender doesn't attend then title person does them.
8. Remember to ask for a marked up title to take with you.
9. Bring back check/s
10. Checks and a closing checklist go to Andrea
11. Process closing in Command

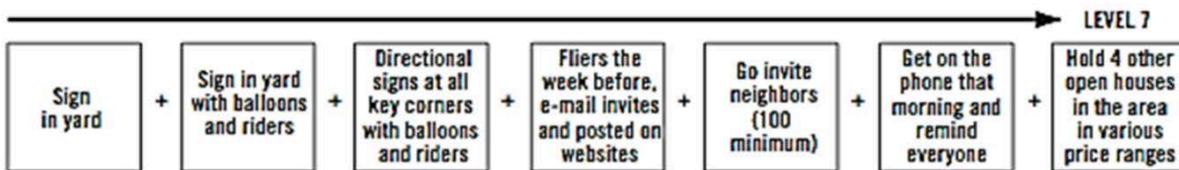
Follow Up

1. The most important thing you'll do!
2. Use Command to do a lot of it for you.
3. Call them! How's the new house? Anything you need?
4. Call them regularly to see how you can help them—come from contribution.

Any time you have a question, ask. All your documents should be reviewed by transaction coach, before your buyer signs them. "Tweaking" only takes a few minutes and always makes you look good.

Open House's

The Seven-Level Open House



How to hold a 7th. Level Open House

Getting ready

Make sure you have 10 open house directional signs (purchase from office), as well as balloons, pin wheels, or feathers. It is important for the agent hosting the open house to put up the directional signs.

Make sure you have the app for the ekey on your cell phone to gain access to the electronic lockboxes. If not contact Suburban West and arrange to purchase the ekey for the electronic boxes.

- 1) Select your open house on Monday (prefer to choose a new listing or house that is in close proximity to major roads (good traffic area)Walk around the office and meet other agents. Ask agents if they have any open house that you may sit on Saturday or Sunday.
- 2) Research phone numbers of neighborhood in order to circle call –see kwextoncoaching.com for instructions on accessing the Reverse Directory.
- 3) Make sure the open house date & time is listed in the MLS and Internet. This must be done by the Listing agent. You should Advertise the open house on social media etc.
- 4) Create an open house flyer stating the you are hosting the open house. Create the flyer in eEdge marketing, michaellowismarketingsuite.com, or Trend MLS. Use this flyer to hand out at open house and also to door knock the neighborhood.

Circle call and door knock neighborhood using SCRIPTS (all Buyer & Seller scripts and IGNITE SCRIPTS are in kwextoncoaching.com website)

Script

Hello this is _____with Keller Williams Real Estate. Thank you for taking my call. I am hosting an open house in your neighborhood on Sunday from 1-3pm at 123 Main St. and I am inviting all the neighbors. I hope to see you there. If you know anyone who is thinking of selling a house, buying a house or investing in real estate today would you give them my contact information? Thank you and have a nice day.

Set Expectations with Listing Agent

Discuss special features of the house with the Listing Agent—ask if there is anything that would be important for you to know.

Will seller be home when you arrive for the open house? Is property vacant? If vacant are utilities on? Bring folding table and chair to vacant property. Bring along Bathroom tissue, hand soap, paper towels, etc.

(Do not sit an open house if property has been winterized) Ask about lockbox type for access to property.

Note: It is not necessary for you to preview the property prior to the open house. You can review on MLS.

Let listing agent know that you will print your own Flyers for distribution to the public. (Some listing agents print expensive brochures as a take away piece for the public and ask you to distribute them.) If you agree, please make sure you staple your business card to the brochure that you hand out.

Agree on when you will provide feedback about the open house to the listing agent-You should send an email letting the listing agent know who came to the open house and provide feedback as to what they thought of the house. Give the listing agent the name and contact information only of the customers that indicated they are working with an agent. Give customers contact info. and their agent's info.

Discuss what you should say to seller if they come home early and you are still closing up after the open house. It is important for the listing agent to provide the feedback to the seller. You do not represent the seller and do not know the particulars of the listing.

SCRIPT

Mr. Mrs. Seller. I have spoken to your listing agent who asked me to provide them feedback right after the open house. She/he will be contacting you shortly. Thank you for allowing me the opportunity to host the open house today. It was nice to meet you.

If seller asks you any questions (exp.) The listing agent has asked us to reduce the price after the open house. What do you think we should do?

Politely state: Although I work at Keller Williams I do not represent you. This information is confidential in nature and it is best to discuss this with your listing agent as they are your designated agent.

What should be in my open house bag

1-Consumer Notices -20

2-Buyer Agency Contracts -3

3-Seller Disclosure on Property -2

4-MLS Printout for open house.

5-Seller Guide

6-Buyer Guide

7-Pre-list Packet

8- Seller & Buyer appt. forms (find on kwextoncoaching.com)

9-Open House sign in sheet

10- Feedback forms

11-Offerings (place sign with offerings strategically around the house exp. Place a flyer on a picture frame/stand—(can purchase at AC Moore). The flyer reads: Are you thinking of selling your house? Sign here for a FREE market analysis. Place a sign-in sheet next to the sign. Place the offerings in the Kitchen, Family Room, Master Bath, Finished Basement. Remember you are trying to capture leads at the open house and walk away with contact information.

11-Research area for higher priced houses, lower priced houses and/or singles or townhouses (exp. If you are hosting a townhouse then look for higher & lower priced townhouses and singles in the area). This makes you look like an expert in the area. Bring comparable sales.

12-Create a Flyer, stating that you are hosting the open house. Put the address & time/date of the open house. Put listing agent's name at bottom of flyer in small print just to recognize they are the listing agent. Use these to distribute door knocking. You can ask your Lender to create a flyer for you including mortgage info.

Directional Signs- Look at a map of the neighborhood in Showing Time and plot out where to put your directional signs. Put signs up on Saturday morning. There are Township ordinances & HOA restrictions regarding directional and open house signs. Some Townships don't allow them. Go ahead and put them up prior to open house and take them right down. Always ask permission of the homeowner where you are placing the directional sign. Then send them a thank you note on Monday. **Remember you are making contacts when you are out putting up signs and door knocking so if the listing agent says that they will put

the signs up, please let them know that you will do this because it's a lead generation opportunity for you.

Keep a rubber mallet in your car for cold wintry weather (frozen ground) and hot summer days (hard ground).

The Day of the open house

Make sure you have your open house bag in the car.

Bring your PHONE, a flashlight, water, bathroom tissue, paper towels, hand soap,(card table & chair if necessary), business cards, stapler, pens, Sign-in sheets, Surveys, notebook, extra directional signs. Keep an extra throw rug in car for rainy days to keep the entry dry.

Before arriving at open house drive by your directional signs that you pre-placed to ensure they are still up.

Schedule agent pre-views for other houses for sale in the neighborhood-schedule for a time just after the open house. If you are trying to capture a lead at the open house, you can ask them if they would like to come back at 3:15 (after the open house) and join you because you will be looking at the house at that time).

Arrive at open house at least 40min. early-This will give you time for unexpected things that come up and time to prepare the house. Remember you are the HOST! Take pride in hosting the open house. Make sure the walkways are clean and free of debris or snow.

When opening up the house, ring doorbell and knock to make sure you alert the owner that you have arrived. When entering the house announce yourself by loudly "saying Realtor or Hello". Say this a few times.

Lock the door and then turn on all lights and walk through all rooms preparing and staging them. Put valuables and drugs out of sight.

For Security purposes go to all doors and make sure they are locked. Is there a door with a deadbolt containing a key? Unlock the deadbolt and put the key in the lockbox. Then replace it in the door after the open house. Open windows if

it's a nice day just remember to shut and lock windows when you lock up.

Greet People

Stay centrally located in the Foyer or Living Room. Do not lead or follow people around the house. It is your job to ensure that you know who is in the house at all times. Ask visitors to sign in, discuss a few special features, then allow them to walk through. Ask them to stop back and see you before they leave and let you know what they thought of the condition and price of the house. (Have a notebook handy to write down the feedback or offer the customer the feedback form to fill in.) **Ask (Script-**"If they would like you to let them know what the house sells for"? If yes, get their contact info. If answer is no then ask (**Script -**"if any other houses come on the market in the neighborhood do you want me to let you know"? Again write down answers.

This gives you the opportunity to capture their contact info.

Another way to lead capture is to say

Script "I am going to preview the other 2 houses for sale in the neighborhood today at 3:15pm". If you would like to accompany me, please come back at 3:15.

Script –"May I have your cell phone number so I can contact you if I am running late. I certainly would not want to keep you waiting". (This is another way to capture their contact info.).

Use Offerings in various locations of the house in order to capture leads. Exp. Place a sign on the breakfast bar that reads "Are you thinking of selling" sign here for a FREE market analysis of your house". Be creative and place these offerings in the kitchen, family room, theatre room, master bath; anywhere people tend to linger. "Are you a 1st. time Buyer"? Would you like a FREE Buyer Guide? Place sign- in sheet next to sign. Would you like a FREE copy of.... Or Sign her for a FREE....

The more energy you have around the open house –the more successful it will be!

The 7th. level is holding more than 1 house open at a time!

10 Tips for Holding a Safe Open House

Open houses can be a great sales tool—but hosting one also exposes you to numerous unfamiliar people for the first time. Take these steps to stay safe:

1. If possible, always try to have at least one other person working with you at the open house.
2. Check your cell phone's strength and signal prior to the open house. Have emergency numbers programmed on speed dial.
3. Upon entering a house for the first time, check all rooms and determine several "escape" routes. Make sure all deadbolt locks are unlocked to facilitate a faster escape.
4. Make sure that if you were to escape by the back door, you could escape from the backyard. Frequently, high fences surround yards that contain swimming pools or hot tubs.
5. Have all open house visitors sign in. Ask for full name, address, phone number and e-mail.
6. When showing the house, always walk behind the prospect. Direct them; don't lead them. Say, for example, "The kitchen is on your left," and gesture for them to go ahead of you.
7. Avoid attics, basements, and getting trapped in small rooms.
8. Notify someone in your office, your answering service, a friend or a relative that you will be calling in every hour on the hour. And if you don't call, they are to call you.
9. Inform a neighbor that you will be showing the house and ask if he or she would keep an eye and ear open for anything out of the ordinary.
10. Don't assume that everyone has left the premises at the end of an open house. Check all of the rooms and the backyard prior to locking the doors. Be prepared to defend yourself, if necessary.

(Sources: Washington Real Estate Safety Council; City of Mesa, Arizona; Nevada County Board of REALTORS®; Georgia Real Estate Commission)