

☑⇒ 80 THINGS YOUR BROKER DOES TO SELL YOUR PROPERTY

I'd sincerely like to thank Mr. François Léger, Ing., Real Estate agent, for generously allowing me to distribute this text in my volumes. Without a doubt, those words and list of actions will help you justify your reasons for your actions.

I hope it will give you even more confidence and determination to list!

Happy Realty-Success!

Sylvia Perrault, author and speaker for your Real Estate Success.!



80 THINGS YOUR BROKER DOES TO SELL YOUR PROPERTY

- 1) Prepare and send the presentation kit prior to the meeting with the seller.
- 2) Setup an initial meeting with the seller in order to view the property and evaluate its market conditions.
- 3) Prepare and present comparative market analysis including performing any necessary research.
- 4) Submit your marketing plan to the seller, with or without guarantee, illustrating everything and including media copies. (See presentation binder format.)
- 5) Send a courtesy note to the seller after the initial visit.
- 6) Perform an "inspection visit" of the property in order to make recommendations prior to putting it on the market. "Home Staging"
- 7) If necessary, obtain bids for any cosmetic work prior to putting the property on the market.
- 8) If necessary, make a return visit to inspect the renovation work and take updated photographs.
- 9) Research and obtain proper documentation to prove the accuracy of the technical specifications on the listing description.
- 10) Perform a search on www.registrefoncier.gouv.qc.ca to ensure there are no discrepancies, and to discover, if any, easements and obtain a copy of the registered plan.
- 11) Write an inventory list of inclusions and exclusions and submit a copy to the seller.
- 12) If necessary, obtain a detailed, written list of all items included that are on lease.
- 13) With the seller, complete the "Declaration by the seller of the immovable" form and gather all supporting documentation.
- 14) Educate the seller on the merits of a pre-sale inspection (in this case, present the forms: "Inspection Protocol" and "Standards of Building Inspection").
- 15) Prior to signing the brokerage contract, present a copy of the different forms and revise them with the seller.
- 16) Present seller with market research and statistical evidence to support said research.
- 17) With the seller, draft and sign the brokerage contract and review the procedure for potential visits.
- 18) Once the brokerage contract has been signed, obtain a key to the property from the seller and make a copy, ensuring that it works. If necessary, request details for the security system.
- 19) After the brokerage contract has been signed, obtain all documents from the seller and make copies. In the case of missing documents, perform any necessary research to obtain them.
- 20) Produce a written document to the seller indicating any additional costs that may be incurred following the sale of the property.

- 21) Draft a fact sheet (Listing) and review the contents.
- 22) Perform any verification applying to those written facts.
- 23) Verify all public and private Planning and Zoning bylaws applying to this property.
- 24) Measure all the rooms and the property.
- 25) Find and examine the content of the Certificate of Location (or handle research to obtain a new one).
- 26) Obtain, in writing, all details regarding mortgage financing.
- 27) Take interior and exterior photographs (first ensuring that the property is in its best condition).
- 28) In regards to exterior photographs, ensure they change according to the appropriate season.
- 29) Publish the photographs on the inter-agency service.
- 30) Publish the photographs on relevant Internet sites.
- 31) Check property information on the inter-agency website or www.sia.ca to ensure accuracy.
- 32) Perform the same audits on other websites.
- 33) Publish the listing description on the inter-agency server.
- 34) Inform the seller of the existence of the “brokerage buying contract” and that some buyers may have drafted one with their own agent.
- 35) With the brokerage contract, discuss with the seller the relevance (or lack thereof) of selling his or her property including whether or not to include the legal guarantee.
- 36) Install and maintain the “For Sale” sign (including any directions).
- 37) Draft different ads for the property.
- 38) Place the various ads in appropriate media.
- 39) Ensure that the photographs appear in the media and appropriate displays.
- 40) Ensure that the seller receives a copy of the inter-agency description and copy of the listing on S.I.A.®/M.L.S.®
- 41) Forward a copy of the different announcements and ads to the seller.
- 42) Receive and respond to all calls requesting information and orchestrate visits to the property.
- 43) For information inquires, send relevant documents to the applicant.
- 44) Show the property to all potential buyers.
- 45) If requested by the seller, be present at the property when associated agents wish to bring their potential buyers.
- 46) Communicate with associated agents in order to obtain feedback about their clients’ visit to the property.
- 47) Provide feedback to the seller after each potential buyer’s visit.
- 48) Check with the tenant (if not the seller) to organize any possible visits to the property.
- 49) If necessary, confirm with the associated agent that the property can be shown as requested (permitting him to bring his clients on the property, if needed; provide keys or security codes, etc.)
- 50) Report regularly to the seller, either verbally (on the phone or in person) or in writing (email or otherwise) ongoing developments and provide, if necessary, any corrective actions.
- 51) In regards to modifying the conditions of the marketing, record them in writing on a “modification of contract” form, making sure to update all relevant databases.
- 52) If applicable, organize a broker’s showcase.
- 53) Plan, organize, and conduct a site visit during the broker’s showcase.
- 54) If applicable, plan and organize one (or several) open houses for the general public by placing relevant signs and ads.
- 55) When writing a “promise to purchase” contract (and its attachments), if you are the collaborative agent, draft it ensuring you are meeting all the conditions of the buyer.

- 56) In compliance with the code of ethics and in the interest of the seller, inform other collaborative agents and/or other serious buyers that a first offer has been made.
- 57) Go meet the seller in person and assist in any negotiations.
- 58) Once one (or more) offers have been submitted, after the associated agent has left, review the entire contents of the offer with the seller and advise on the next actions to take.
- 59) If necessary, write the counter-offer and communicate the result to the collaborative agent.
- 60) In the event of any accepted offers, communicate the news with the seller (or with the buyer, via his agent) and secure signatures.
- 61) In the event of accepting an offer, if applicable, obtain the deposit check and ensure it is deposited to the appropriate bank account.
- 62) After the offer was accepted, in the case of any problems or reaching an impasse, take measures to “save” the transaction.
- 63) If necessary, notify the Inter-Agency services (S.I.A.®/M.L.S.®) that there is a already accepted but conditional offer on this property.
- 64) Communicate to your office and other agents requesting a showing that an offer has been accepted.
- 65) Upon the acceptance of the offer, make sure all conditions of the contract are met in due time.
- 66) If applicable, once the offer has been accepted, prepare the land survey in the delay included in the offer and help the sellers to choose the right surveyor to do it.
- 67) In the event of a new mortgage, if necessary, facilitate access to the appraiser and provide him with comparative market analysis he might need.
- 68) Coordinate property inspections and stay available during the inspection.
- 69) In the case of other conditions that need to be met, outside of financing and inspection, ensure they are met by providing or obtaining the required documents.
- 70) Upon completion of the financing contracts, be sure to examine the contract from the lender to ensure it doesn't include any unexpected conditions.
- 71) When appropriate, send the notice of sale to the Inter-Agency (S.I.A.®/M.L.S.®) service and update the sign to include “SOLD”.
- 72) Obtain original documents from the vendor and return them to the buyer or notary as specified in the accepted offer.
- 73) At any time, advise the seller on a course of action when a problem arises.
- 74) With the seller, coordinate the signing of the deed.
- 75) Prior to signing the deed, obtain for the seller, a “Project” copy of the deed and review it with him or her.
- 76) Provide assistance to the seller for their upcoming move.
- 77) If asked, allow the buyer, his family, and his friends the right to review the property before signing the deed.
- 78) Attend and assist the sellers in the signing of the deed.
- 79) Once the sale concludes, if applicable, contact the notary to recover the seller's final check and deliver it to him in person.
- 80) Once the deed has been signed, remove the “For Sale” sign.

Source : Seminar “Your Remuneration: You Deserve It!”
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