The

Seller's Edge Listing Checklist

Pre-Listing Items

- ☑ *1.* Research Ownership
- ☑ *2.* Research Legal Description
- ☑ *3.* Assessment & Status
- ☑ *4.* Research all Comparable Currently Listed Properties
- ☑ *5.* Research Previous Sales Activity
- ☑ *6.* Order Property Profile from Title Company
- ☑ *7.* Review Property Profile
- ☑ *8.* Assessors Tax Information Ordered
- ☑ *9.* Assessors Tax Information Reviewed
- ☑ *10.* Legal Names on Title Research
- ☑ *11.* Complete Market Study Prepared
- ☑ *12.* Entered Into Market Database
- ☑ *13.* Send Confirmation for Listing Appointment
- ☑ *14.* Prepare Our Personal Listing Information
- ☑ *15.* Deliver Our Pre-Listing Information Package to Seller
- ☑ *16.* Call to Confirm Appointment with Seller
- ☑ *17.* Ask Pre-Appointment Questions
- ☑ *18.* Present Market Study to Seller - Including Comparables, Solds, Current Listings, and Expired
- ☐ *19.* Present Our Strategic Master Marketing Blueprint to Seller
- ☐ *20.* Discuss Preparation Needed to Market Effectively
- ☐ *21.* Plan Goals with Seller
- ☐ *22.* Present Our Plan of Action to Seller
- ☐ *23.* Suggest Financing Alternatives
- ☐ *24.* Listing Contract and Addenda Signed by Seller
- ☐ *25.* Pre-Listing Information Package Picked-Up
- ☐ *26.* Seller Tells Friends About Our Marketing Blueprint
- ☐ *27.* Our Pre-Listing Checklist Completed!

Listing Items

- ☐ *28.* Advise Marketing Coordinator of New Listing
- ☐ *29.* Review Current Title Information
- ☐ *30.* Determine if a Short Term Rate is Applicable
- ☐ *31.* Plat Map Ordered
- ☐ *32.* Lot Size Confirmed
- ☐ *33.* Owners House Plans Received if Applicable
- ☐ *34.* House Plans Reviewed
- ☐ *35.* Organize File in Proper Order
- ☐ *36.* Contact Cards Made
- ☐ *37.* Order Just listed Labels
- ☐ *38.* Call Owner to Schedule Caravan
- ☐ *39.* Buy Lottery Tickets for Caravan
- ☐ *40.* Prepare Flyers and Feedback Faxes for Caravan
- ☐ *41.* Assign a Hotline Rider
- ☐ *42.* Write a Hotline Ad for Hotline
- ☐ *43.* Record Hotline Ad in "Recording Studio"
- ☐ *44.* Interior Room Sizes Measured
- ☐ *45.* Exterior Home Dimensions Plotted
- ☐ *46.* Year Home Was Built Researched
- ☐ *47.* Property Disclosure Delivered
- ☐ *48.* Property Data Sheet Prepared for Office
- ☐ *49.* Showing Instructions Prepared, Office Notified

The

Seller's Edge Listing Checklist

Listing Items (cont'd)

- ❑ *50.* Loan Company & Loan Number Provided by Seller
- ❑ *51.* Current Loan Information Verified by Lender
- ❑ *52.* Loan Assumption Requirements Researched
- ❑ *53.* Second Loan Company & Loan Number Provided by Seller
- ❑ *54.* Second Loan Information Verified with Lender
- ❑ *55.* Review Current Appraisal if Available
- ❑ *56.* Lot Information Researched for Size & Dimensions
- ❑ *57.* Land Use Researched
- ❑ *58.* Zoning Researched
- ❑ *59.* Required Elementary School Researched
- ❑ *60.* Required Junior High School Researched
- ❑ *61.* Required High School Researched
- ❑ *62.* Home Owner Association Manager Contacted
- ❑ *63.* Homeowner Association Fee Researched
- ❑ *64.* Copy of By-Laws Ordered
- ❑ *65.* Home Owner Association Services Provided
- ❑ *66.* Copy of Complex Lay-Out
- ❑ *67.* Have Extra Key for Lockbox
- ❑ *68.* Lockbox Installed
- ❑ *69.* Sign Ordered
- ❑ *70.* Brochure Box Installed
- ❑ *71.* Electricity Provider Researched
- ❑ *72.* Average Utilities Researched
- ❑ *73.* Sewer/Septic System Researched
- ❑ *74.* Water Provider Researched
- ❑ *75.* Water Fees or Rates Researched
- ❑ *76.* Well Status Confirmed with Well Report (in certain areas)
- ❑ *77.* Well Use Determined as Household or Domestic
- ❑ *78.* Well Production Confirmed (G.P.M.)
- ❑ *79.* Well Depth Verified
- ❑ *80.* Natural Gas Availability/Provider Researched
- ❑ *81.* Property Inclusions and Amenities Noted
- ❑ *82.* Ads Written with Seller's Input
- ❑ *83.* Color Photos Taken
- ❑ *84.* All Prorations are Researched and Noted
- ❑ *85.* All Rents and Deposits are Verified
- ❑ *86.* Copy of Leases Provided
- ❑ *87.* Coordinate Showings with Tenant
- ❑ *88.* First Right of Refusal Verified
- ❑ *89.* Repairs and Maintenance Noted as Completed
- ❑ *90.* Home Owner Warranty Made Available
- ❑ *91.* Home Owner Warranty Application Completed
- ❑ *92.* Home Owner Warranty Put in Place
- ❑ *93.* Home Owner Warranty Received
- ❑ *94.* Home Owner Warranty Filed
- ❑ *95.* Note All Unrecorded Property Lines or Agreements
- ❑ *96.* Our "New Listing Checklist" Completed
- ❑ *97.* Our "Closing and Control" Checklist Completed
- ❑ *98.* Add Property to Our Active Listed Inventory List

The

Seller's Edge Listing Checklist

Listing Items (cont'd)

- ❑ *99.* Add Property to Our Current Production Book
- ❑ *100.* Confirm Owner Has a Copy of the Listing Agreement
- ❑ *101.* Proof MLS Computer Printout
- ❑ *102.* Marketing Brochure Prepared
- ❑ *103.* Information "Tent" That Goes With Brochure Prepared
- ❑ *104.* Property Added to Other Marketing Programs in the Valley
- ❑ *105.* Marketing Brochure Mailed to Seller for Review
- ❑ *106.* Marketing Brochure Delivered to Brochure Box
- ❑ *107.* Put Marketing Brochures in All Agent Mail Boxes in All Windermere Offices
- ❑ *108.* Send Marketing Brochures to All Area Offices
- ❑ *109.* Send Marketing Brochures to Real Estate Board Offices
- ❑ *110.* Send Brochures to Top 10% Agents in the Valley
- ❑ *111.* Broker's Caravan/Open Scheduled
- ❑ *112.* Promote at Board of Realtors Meeting
- ❑ *113.* Mail Out "Just Listed" Announcements to Neighborhood
- ❑ *114.* Advise Corporate Relocation and Referral Network Programs
- ❑ *115.* Begin Geographic Area Prospecting
- ❑ *116.* Make Calls Off Of Daily Hotline Leads
- ❑ *117.* Verify Information on Hot Sheet
- ❑ *118.* Provide Marketing Data to Relocation Buyers
- ❑ *119.* Provide Marketing Data to Out of State Investors
- ❑ *120.* Provide Marketing Data to Incoming Referral Buyers
- ❑ *121.* Provide "Special Feature" Cards for Marketing If Applicable
- ❑ *122.* Write Ad Copy for Newsprint Ads
- ❑ *123.* Advertise in Papers on Rotating Basis
- ❑ *124.* Mail Copy of Newsprint Ads to Seller
- ❑ *125.* Loan Information Reviewed and Filed
- ❑ *126.* Loan Information Updated in MLS If Necessary
- ❑ *127.* Feedback Faxes Sent to Agents After Showings
- ❑ *128.* Showing Feedback Conveyed to Sellers Weekly
- ❑ *129.* Regularly Get Computerized Information on Showings From Lockboxes
- ❑ *130.* Weekly Market Study Reviewed
- ❑ *131.* Regular Emails/Calls With Seller to Discuss Marketing and Pricing
- ❑ *132.* Pre-Qualify Buyers Whenever Possible
- ❑ *133.* Price Change Entered Into MLS If Necessary
- ❑ *134.* Price Change Announced to All Agents If Necessary
- ❑ *135.* Price Change Noted on All Marketing Material
- ❑ *136.* New Brochures Delivered As Needed
- ❑ *137.* If You Are Moving Out of Our Area, We Will Refer You to One of the Best Agents at Your Destination

The

Seller's Edge Listing Checklist

Initial Offer

- ❑ *138.* Offer Received By Us
- ❑ *139.* We Contact Selling Agent to Discuss Buyer's Qualification & Offer
- ❑ *140.* Offer Reviewed With Seller
- ❑ *141.* All Responses Are Reviewed
- ❑ *142.* All Needed Forms Are Presented to
- ❑ *143.* Complete the Sale
- ❑ *144.* Offer is Accepted, Amended, or Countered
- ❑ *145.* Signed Offer is Delivered to Buyer's Agent

Under Contract

- ❑ *146.* Contract is Signed By All Parties
- ❑ *147.* Advise Transaction Coordinator of New Listing in Escrow
- ❑ *148.* Copies of Contract Delivered to Sellers
- ❑ *149.* Copies of Contract Delivered to Buyer's Agent
- ❑ *150.* Copies of Contract Placed in Broker's File
- ❑ *151.* Sales Progress Checklist Complete
- ❑ *152.* Earnest Money is Recorded
- ❑ *153.* Earnest Money is Deposited in Escrow Account
- ❑ *154.* Closing File Forms and Files Updated
- ❑ *155.* Showings Restricted as Seller Requests
- ❑ *156.* Listing Coordinator Notified of Sale
- ❑ *157.* Coordinate with Buyer's Agent and Buyer's Lender
- ❑ *158.* Fax Copies of Contract and Addenda to Lender
- ❑ *159.* Confirm Purchaser is Pre-Qualified
- ❑ *160.* Review Pre-Qualifications
- ❑ *161.* Provide Credit Information to Seller if Seller Carries the Loan
- ❑ *162.* Assist in Arranging Financing
- ❑ *163.* Coordinate Discount Points Being Locked With Dates
- ❑ *164.* Provide Comparable Sales for Appraiser
- ❑ *165.* Schedule Appraisal
- ❑ *166.* Follow-Up on Appraisal
- ❑ *167.* Appeal for Increase if Appraisal Comes in Low
- ❑ *168.* Relay Results of Appraisal to Seller
- ❑ *169.* Confirm Verifications of Deposit and Employment Have Been Returned
- ❑ *170.* Follow Loan Processing Through to the Underwriter
- ❑ *171.* Contact Lender Weekly to Track Processing
- ❑ *172.* Relay Loan Approval to Seller
- ❑ *173.* Fax Copies of Contract and Addenda to the Title Company
- ❑ *174.* Fax Closing and Control Form to the Title Company
- ❑ *175.* Confirm Loan Payoff Statement Created
- ❑ *176.* Confirm Loan Assumption Statement Ordered
- ❑ *177.* Contact Existing Lender for Assumption Requirements
- ❑ *178.* Compile All Required Items for Assumption
- ❑ *179.* Submit All Required items for Assumption
- ❑ *180.* Order Title Insurance Commitment
- ❑ *181.* Review Title Insurance Commitment
- ❑ *182.* Confirm Buyer Has Received Title Insurance Commitment

The

Seller's Edge Listing Checklist

Under Contract (cont'd)

- ❑ 183. Confirm Buyer's Agent Has Received Title Insurance Commitment
- ❑ 184. Note Title Insurance Requirements
- ❑ 185. Coordinate Meeting of All Title Insurance Requirements
- ❑ 186. Provide "Home Owners Warranty" for Closing
- ❑ 187. Coordinate Home Inspection
- ❑ 188. Review the Home Inspection Results
- ❑ 189. Negotiate the Payment and Completion of All Required Repairs
- ❑ 190. Inspection Clause Requirements Completed
- ❑ 191. Deliver Unrecorded Property Information to Buyer
- ❑ 192. Septic Inspection Ordered
- ❑ 193. Septic Report Received and Reviewed
- ❑ 194. Copy of Septic Inspection Report Delivered to Lender and Buyer
- ❑ 195. Copy of Septic Inspection Report Filed
- ❑ 196. Well Flow Test Ordered
- ❑ 197. Well Flow Test Report Received and Reviewed
- ❑ 198. Copy of Well Flow Test Report Delivered to Lender & Buyer
- ❑ 199. Copy of Water Potability Test Filed
- ❑ 200. Loan Approved
- ❑ 201. Closing Location Selected
- ❑ 202. Closing Date Confirmed
- ❑ 203. Closing Time Scheduled With Seller
- ❑ 204. Closing Time Scheduled With Title Company
- ❑ 205. Closing Time Scheduled With Lender
- ❑ 206. Closing Time Scheduled With Us
- ❑ 207. Closing Time Scheduled With Buyer
- ❑ 208. Final Walk-Through Scheduled for Buyer
- ❑ 209. Closing Figures Requested from Title Company
- ❑ 210. Closing Figures Received and Reviewed
- ❑ 211. Closing Figures Forwarded to Buyer's Agent
- ❑ 212. Closing Figures Forwarded to Buyer
- ❑ 213. Closing Documents Requested
- ❑ 214. Closing Documents Reviewed
- ❑ 215. Forward Closing Documents to Seller as Requested
- ❑ 216. Confer and Review Documents With Seller's Attorney If Necessary
- ❑ 217. Oversee the Entire Closing Process
- ❑ 218. Coordinate This Closing With Your Next Purchase or Sale
- ❑ 219. Verify that Funds Are Deposited in Seller's Account

Closing

- ❑ 220. "Thank You" Sent to Client and Buyer
- ❑ 221. Follow-Up Call Made to Client
- ❑ 222. Follow-Up Call Made to Buyer
- ❑ 223. Clients New Address & Phone Entered Into Client Database
- ❑ 224. Entire Closed File Saved & Stored
- ❑ 225. Copy of Seller's Settlement Statement Placed in February 1 Tax File
- ❑ 226. Copy of Buyer's Settlement Statement Placed in February 1 Tax File
- ❑ 227. February 1 of Following Year Mail Settlement Statement to Both Buyer and Seller

The

Seller's Edge Listing Checklist

Closing (cont'd)

- ❑ *228.* Have Sign Removed
- ❑ *229.* Pick-Up Lockbox
- ❑ *230.* Pick-Up Brochure Box
- ❑ *231.* Pick-Up Display Materials
- ❑ *232.* Update Database Records
- ❑ *233.* Remove Property From Property Roster
- ❑ *234.* Enter Client Into Sphere of Influence and Client Appreciation Programs
- ❑ *235.* Follow-up With Client on a Regular Basis
- ❑ *236.* Maintain a Loyal Relationship
- ❑ *237.* Your ***Personal Team for Life***

There is much, much more that is done to serve you during the time you work with us and the support team that surrounds us. It is our basic philosophy that "We get by giving, therefore we give our value first, up-front, and in-advance". This is evidenced by the fact that we GUARANTEE every service we offer. That way you have no risk. Our team is looking for the opportunity to show you they keep their commitments, and when they do, they should have earned the right to become your ***Personal Team for Life***.

Help your friends -

Refer them to Arizona Premiere Living today!

Personal Service Guarantee

The

"Everything to Gain, and Nothing to Lose"

Personal Service Guarantee

"You must be 100% satisfied that the ***Seller's Edge Program*** has done everything we said it would do

and

you must be absolutely convinced that our team is the best in the industry to market and sell your home

or

we agree to cancel the listing agreement immediately upon your request."

Thank You!

Arizona Premiere Living

We treat you the way we would want to be treated.