

182 REASONS TO WORK WITH THE THOMSEN TEAM

Here's a look at all the things — big and small — that an agent on the Thomsen Team does to help clients when Selling a home.

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PRE-LISTING ACTIVITIES

1. Make appointment with seller for listing presentation
2. Send seller a written or e-mail confirmation of listing appointment and call to confirm
3. Review pre-appointment questions
4. Research all comparable currently listed properties
5. Research sales activity from local multiple listing service (MLS) and public records databases
6. Research Average Days on Market for property of this type, price range, and location
7. Download and review property tax roll/assessor information
8. Prepare preliminary Home Equity Evaluation to establish fair market value
9. Obtain copy of subdivision plat/complex lay-out
10. Research property's ownership and deed type
11. Research property's public record information
12. Research and verify legal description
13. Research property's land use coding and deed restrictions
14. Research property's current use and zoning
15. Verify legal names of owner(s) in county's public property records
16. Prepare listing presentation package with above materials
17. Perform exterior Curb Appeal Assessment of subject property
18. Compile a formal file on property
19. Confirm current public schools and explain impact of schools on market value
20. Review listing appointment checklist to ensure all steps and actions are completed
21. Add client into our database



LISTING APPOINTMENT PRESENTATION

22. Give seller an overview of current market conditions and projections

23. Tour property

24. Review agent's and company's credentials and accomplishments in the market

25. Present company's profile and position or niche in the marketplace

26. Present preliminary Home Equity Evaluation to seller, including comparable properties, sold properties, current listings, and expired listings

27. Offer pricing strategy with updates to Home Equity Evaluation based on tour of home and updates, upgrades professional judgment, and current market conditions

28. Discuss goals with seller to market property effectively

29. Explain market power and benefits of Local MLS Broker Marketplaces

30. Explain market power of web marketing, IDX and REALTOR.com

31. Explain the work you do behind the scenes and your availability on weekends

32. Explain role in screening for qualified buyers and protect seller from curiosity seekers

33. Present and discuss strategic master marketing plan

34. Explain transaction/agency brokerage relationship

35. Review and explain all clauses in listing contract and addendum, then obtain seller's signature once property is under listing agreement

36. Review current title information

37. Gather square footage/measure overall and heated square footage as required

38. Measure interior room sizes

39. Confirm lot size via owner's copy of certified survey, if available

40. Note all unrecorded property liens, agreements, easements

41. Obtain house plans, if applicable and available



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LISTING APPOINTMENT PRESENTATION (Continued)

42. Review house plans and make copy
43. Prepare showing instructions for buyers' agents and showing times with seller
44. Discuss possible buyer financing alternatives and options with seller
45. Review current appraisal if available
46. Identify Homeowner Association manager if applicable
47. Verify Homeowner Association Fees with manager—mandatory or optional, plus fees
48. Order copy of Homeowner Association bylaws, if applicable
49. Research electricity availability, supplier's name, and phone number
50. Have utility companies provide average utility usage from last 12 months of bills
51. Research and verify city sewer/septic tank system
52. Calculate average water fees or rates from last 12 months of bills
53. Confirm well status, depth and output from Well Report
54. Natural Gas: Research/verify availability, supplier's name, and phone number
55. Verify security system, current terms of service and whether owned or leased
56. Verify if water softener is owned or rented
57. Ascertain need for lead-based paint disclosure
58. Prepare detailed list of property amenities and assess market impact
59. Prepare detailed list of property's inclusions and conveyances with sale fees
60. Compile list of completed repairs and maintenance items from last 6 months
61. Collect receipts and lien waivers from contracted work over the last 6 months
62. Send vacancy checklist to seller if property is vacant
63. Explain benefits of Homeowner Warranty to seller



LISTING APPOINTMENT PRESENTATION (Continued)

64. Assist sellers with completion and submission of Homeowner Warranty Application

65. Place Homeowner Warranty in property file for conveyance at time of sale

66. Have extra key made for lockbox

67. Verify if property has rental units involved

68. If the property does have rental units, make copies of all leases for retention in listing file

69. Verify all rents and deposits

70. Have seller inform tenants of listing and discuss how showings will be handled

71. Arrange for installation of yard sign

72. Schedule professional photos for upload into Local MLS and use in other marketing materials

73. Complete new listing checklist

74. Review curb appeal assessment and provide suggestions to improve salability

75. Review home staging assessment and suggest changes to shorten time on market

LISTING PREPARATION

76. Load listing into transaction management software program

77. Prepare Local MLS Profile Sheet

78. Enter property data from Profile Sheet into Local MLS Database

79. Proofread Local MLS database listing for accuracy— including proper placement in map

80. Upload Photos/3-D Tour and pertinent documents to MLS



ACTIVE LISTING

81. Activate Listing in MLS
82. Add property to company's active listings list
83. Provide seller copies of the listing agreement and link to MLS within 48 hours or within the time period of Local MLS guidelines
84. Create print and internet ads with seller's input
85. Coordinate showings with owners, tenants, and other agents.
86. Return all calls
87. Install electronic lock box if authorized. Program agreed-to showing times
88. Prepare contact lists
89. Add Featured Listing to team email/postcard
90. Prepare Online Activity and feedback reports
91. Review comparable listings in MLS regularly to ensure property remains competitive
92. Prepare property marketing brochure/home book for seller's review
93. Arrange for printing or copying of marketing brochures/home books
94. Deliver marketing brochures/home books to property
95. Notify all company agents about new listing with link to MLS profile sheet
95. Upload listing to company and agent Internet site, if applicable
96. Advise network referral program of listing
97. Provide marketing data to buyers through international relocation network buyers
98. Provide marketing data to buyers coming from referral network
99. Provide Special Feature cards for marketing, if applicable



ACTIVE LISTING

(Continued)

100. Submit ads to company's participating internet real estate sites

101. Price changes conveyed promptly to all internet groups

102. Reprint/supply brochures/home books promptly as needed

103. Feedback e-mails sent to buyers' agents after showings

104. Review weekly market updates

105. Discuss with sellers any feedback from showings to determine if changes are needed

106. Set up marketing reports on showing-time application and company website

107. Place regular bi-monthly update calls to seller to discuss marketing and pricing

108. Promptly enter price changes in the Local MLS Broker Marketplaces database

OFFERS

109. Receive and review all Offer to Purchase contracts submitted by buyers' agents

110. Evaluate offer(s) and prepare a net sheet for the owner for comparison purposes

111. Explain merits and weakness of each offer to sellers

112. Contact buyers' agents to review buyer's qualifications and discuss offer

113. Deliver Seller's Disclosure to buyer upon request and prior to offer if possible.

114. Confirm buyer is pre-qualified

115. Obtain buyers' pre-qualification letter from loan officer if not submitted with offer

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OFFERS

(Continued)

116. Negotiate all offers per seller's direction on seller's behalf, including time limit for loan approval and closing

117. Prepare and convey counteroffers, acceptance and/or amendments to buyer's agent

118. Create excel spreadsheets for easy review on multiple bids

119. Email or send copies of contract and all addendum's to the closing attorney or title company

120. When Offer to Purchase contract is accepted, deliver to buyer's agent

CONTRACTS:

121. Record and promptly deposit buyer's earnest money in escrow account

122. Disseminate under-contract showing restrictions as seller requests

123. Deliver copies of fully signed Offer to Purchase contract to seller

124. Provide copies of signed Offer to Purchase contract for office file

125. Advise seller of additional offers submitted between contract and closing

127. Change status in Local MLS to Contingent

128. Update transaction management program to show Sale Pending

129. Record contract deadlines and reminders in tracking spreadsheet

130. Provide seller with copy of deadlines and who is responsible

131. Provide weekly updates on progress and deadlines

132. Confirm verifications of loan application

133. Provide proof of funds to seller if property will be not be financed

134. Assist buyer with obtaining financing, if applicable, and follow-up as necessary



HOME INSPECTION:

135. Coordinate with seller for buyer's professional home inspection

136. Review home inspector's report

137. Enter completion into transaction management tracking program

138. Explain seller's responsibilities, and negotiate items to repair/replace

139. Ensure seller's compliance with Home Inspection amendment requirements

140. Assist seller with identifying contractors to perform any required repairs

141. Oversee all required repairs on seller's behalf, if needed

142. Collect all lien waivers/receipts from work completed by a contractor

143. Submit all lien waivers/receipts to the buyer's agent and title company

OTHER INSPECTIONS:

144. Deliver unrecorded property information to buyer

145. Remind seller to order septic system inspection & well testing, if applicable

146. Receive and review septic system & well reports, and assess any possible impact on sale

147. Deliver copy of septic system inspection & well report to buyer

148. Verify termite inspection ordered, if required

149. Verify mold inspection ordered, if required

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APPRAISAL / LOAN COMMITMENT:

150. Coordinate appraisal

151. Provide to appraiser with any comparable sales used in market pricing

152. Follow-up on appraisal

153. Follow loan processing through to the underwriter

154. Assist seller in questioning appraisal report if it seems too low

155. Add lender and other vendors to your management program so agents, buyer, and seller can track progress of sale

156. Contact buyer's agent weekly to ensure processing is on track

157. Relay final approval of buyer's loan commitment to seller

PROCESSING FOR CLOSING:

158. Enter completion into transaction management program

159. Get contract signed by all parties

160. Coordinate closing process with buyer's agent and lender

161. Update closing forms and files

162. Ensure all parties have all forms and information needed to close the sale

163. Coordinate pre-sign with title company, if applicable

164. Explain wire fraud risks and remind seller to verify all wiring instructions before transferring funds

165. Select location where closing will be held

166. Confirm closing date and time, and notify all parties

167. Assist in solving any title problems or in obtaining death certificates



PROCESSING FOR CLOSING:

(Continued)

168. Work with buyer's agent in scheduling buyer's final walk-through prior to closing

169. Double check all tax, homeowners' association dues, utility, and applicable prorations

170. Request final closing figures from closing agent (attorney or title company)

171. Receive and carefully review closing figures to ensure accuracy of preparation

172. Provide homeowners warranty for availability at closing

173. Forward closing documents to absentee seller as requested

174. Review documents with closing agent (attorney)

175. Coordinate closing with seller's next purchase, and resolve any timing problems

176. Have a no-surprises closing so seller receives a net-proceeds check at closing

177. If a rental, verify all deposits and prorated rents are reflected accurately on the closing statement

178. Refer sellers to one of the best agents at their destination, if applicable

179. Change Local MLS status to Sold. Enter sale date, price, selling broker, etc.

FOLLOW-UP AFTER CLOSING:

180. Share the warranty paperwork for claims in the future with buyer

181. Respond to any calls and provide any information required from office files

182. Closeout listing in the management program

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