## THE OFFER, NEGOTIATIONS AND CONTRACT

* Receive and review all offers to purchase contracts by buyers or buyer's agents.
* Evaluate offer(s) and prepare Estimate Proceeds Worksheet on each for Seller to compare using Dotloop or Capstone Agent One app.
* Counsel seller on offers. Explain merits and weakness of each component of each offer.
* Confirm buyer is pre-qualified by calling loan officer and asking for copy of pre-qualification letter if not submitted with offer.
* Negotiate all offers on Seller's behalf, setting time limit for loan approval and closing date.
* Explain to Seller the value of asking Preferred Lending Services for a second loan pre-approval on buyer, if needed.
* Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
* Make sure complete copies of the contract are emailed or delivered and received by Sellers, buyer's agent, lender, title company and office staff.
* Make sure contract is signed by all parties.
* Change status to Backup or Pending in MLS as Seller requests.
* Check with buyer's agent on buyers obtaining financing and following up as necessary.
* Contact buyer's agent or lender weekly to ensure processing is on track

# HOME INSPECTION, TERMITE, MOLD & OTHER TESTING

* Coordinate Buyer's home inspection with Sellers.
* Review Buyer's home inspection's report with Sellers.
* Explain Seller's responsibilities with respect to contract terms and negotiation.
* Review home inspection requirements in contract with Sellers.
* Recommend and assist Seller with identifying and negotiating with trustworthy contractors for required repairs.
* Negotiate payment and oversee completion of all required repairs on Seller's behalf, if needed.

# THE APPRAISAL

* Meet appraiser.
* Provide comparable sales used in market pricing to appraiser.
* Provide list of updates and upgrades to home.
* Follow up on appraisal to see if lender has received.
* Assist seller in evaluating appraisal, if it comes back under the purchase price.

# CLOSING PREPARATIONS AND DUTIES

* Coordinate closing process with Buyer's agent, title company and lender.
* Update closing forms and files as needed with office and/or Sellers.
* Ensure all parties have all forms and information needed to close the sale.
* Select location and time for Seller's closing.
* Confirm closing dates and times and notify all parties.
* Work with buyer's agent in scheduling and conducting buyer's final walk-through prior to closing.
* Check on final walk thru with buyers before closing.
* Attempt to clarify and resolve any repair conflicts if buyer is dissatisfied.
* Request final closing figures from closing agent or title company.
* Receive and carefully review closing statement figures with Seller to ensure accuracy.
	+ Provide "Home Owners Warranty" for availability at closing.
	+ Forward closing documents to absentee Seller as requested.
	+ Take photo with sellers at closing table to post as a “thank you” on social media. (See Agent Help Site for help with captions and hashtags.)
	+ Coordinate closing with Seller's next purchase to resolve timing issues.
	+ Change MLS status to Sold. Enter date, price, selling broker and agent's ID numbers, etc. or make sure office administration closes out in MLS.

# FOLLOW UP AFTER CLOSING

* Answer questions about filing claims with Home Owner Warranty Company if requested.
* Respond to any follow-up calls and provide any additional information required from office files.
* Check to make sure "Owners" are happy in their new home.
* Create and share Social Media Post of Luxury Just Sold graphic in MADI.
* 10-10-20 to sphere/farming of Just Sold Postcard.
* Email Luxury Database of Just Sold e-card.
	+ Testimonial Tree sends automated post-closing survey on your behalf to your clients.
	+ Once completed, share your client’s positive review on your social media channels for social proof. You can use MADI for a customized version of this!
* Add clients to sphere marketing plan to ensure you keep in touch after the sale.
* Schedule follow up Real Estate Review on their home purchase anniversary if local.

### Please note that this marketing plan will be adjusted to each Seller's home as needed or desired by SELLERS.