

SELLERS AGENT JOURNEY MAP

- Lead generation
- Have a pre-listing conversation
 - Ask the necessary questions
- Secure listing appointment
- Prepare CMA and market data
- Confirm the listing appointment
- Show up for the listing appointment
 - Secure the listing
 - Sign the Exclusive Right to Sell Listing Agreement
- Obtain all necessary property information
 - Use the MLS input sheet as a guide
 - Have your photographer take the photos
 - Have seller complete disclosures
- Create electronic file via Ziplogix
- List on MLS (syndicates out to other sites)
 - Enter all necessary information
 - Upload Photos
 - Upload disclosures
 - Setup showing instructions via ShowingTime
- Market the property (refer to marketing module for details)
- Provide seller with regular updates
- Sign dual agency if applicable
- Present all offers and counteroffers to seller
- Negotiate terms of the contract
- Accept a contract
 - Make sure contract as well as disclosure are fully executed
 - Continually submit all paperwork to the office via Ziplogix
- Open Escrow
- Update MLS status

- Facilitate property inspections
- Negotiate repairs if necessary
- Order condo documents if applicable
- Schedule the closing
 - Attend the closing if possible
 - Provide a closing gift, if you choose
- Update MLS status
- Ask for a review