



AARE LISTING BEST PRACTICES

Listing Consultation Preparation/Presentation

- Schedule the listing presentation meeting either in person or via Zoom
- Prepare for the consultation by completing a Comparative Market Analysis (CMA)
- Pull the property profile with owner information and public records of the property
- Confirm that listing presentation materials are up to date and have been printed in order to leave with the client (if you need help with these materials check marketing.aare.com for more information).
- Prepare a listing contract to present and leave with the client for review.
 - Prepare listing contract via SkySlope Forms. Login Into SkySlope suite, click on Apps in the top right-hand corner, and click on Forms.
 - Create a file and add the appropriate listing and/or agency forms
- Prepare your proposed marketing launch sequence. This can include the list price, proposed timelines, coming soon, pre-inspections, or work to be completed prior to launch.
- Be early to your appointment and be completely prepared for the presentation (for additional information and guidance, review the 7 Steps To A Powerful Paycheck Steps 1-3).

During The Appointment

- Verify the seller's identity. It's important to know if the seller is a trust or other type of entity or owns the home in the legal given name. You will also want to confirm their communication method, using e-signatures for documents, any leased/lien items, items that will remain or not remain with the property, HOA information, and home loan information.
- Verify the property's details. Confirm it is the same as public record and if it is not, do they have any documentation regarding the differences. Discuss permitted or non-permitted additions and if they have had any insurance claims.
- Finalize price range and determine the listing price strategy with the client.
- Take photographs for coming soon status. Only complete this if you have an iPhone or professional camera. You only need one nice photo of the front of the home for this status. *Make sure to confirm with your MLS if "Coming Soon" is available. If you do not intend to market the property immediately, confirm how to submit this to your local MLS.
- Discuss procedure for access (key, showings, lockbox, signage, open houses).
- Confirm timelines for marketing and launch dates.
- Confirm what improvements or inspections will take place prior to the listing being active, if any.
- Discuss potential inspections you may want to do in preparation for the listing:
 - Physical Inspection



- Wood Destroying Pest Inspection
- Landscape Clean-Up Estimates
- Solar Inspection
- Electrical/Plumbing/Septic/Sewer
- Fire Hardening and Defensible Space inspections (or Report)
- Pool/Spa Inspections
- For more information view Step 4 of 7 Steps to Powerful Paychecks

After Listing Presentation

- Send the listing contract for signatures via SkySlope Forms. Update the listing to reflect the terms agreed upon during the listing consultation. Make sure you review the contract with your clients before sending for signatures.
- Activate your file SkySlope – once the contract has been signed follow these steps:
 - Login to SkySlope Suite
 - From the Dashboard click on “Create Listing”
 - Select “Enter The Listing” then select Forms. A list will populate of your folders that have been initiated in Forms, select the appropriate folder and follow the prompts to activate the listing. All documents signed with our clients must be uploaded into SkySlope Suite, not just created in forms, within 24 hours of signing.
 - If working with a Transaction Coordinator, make sure to confirm with them who should initiate the file within SkySlope.
- Schedule any pre-inspections you plan to complete before the listing’s launch.
- Email client with an update on timelines, marketing strategy, launch time, pre-inspections that will be completed, or any other updates you need to provide to the client.
- Prepare Disclosure packet – send seller their disclosure documents per your state requirements. This can be done via SkySlope Form or Breeze (if available for your state) or via the software you utilize to generate forms. **If working with a transaction coordinator, they will generate and send the disclosure packet to your client.
- For Agents in CA – Order NHD Report/**Forestry *Find Name of new report to prepare for FHDS Form**
- Pre Order Title Report if allowed in your state or confirm with your Title Rep how title is held or if there are any liens against the property that may need to be addressed.
- Schedule Staging and Professional Pictures
- Reach out to AARE Concierge/Business Support for print and digital brochures and view Listings/Buyers/Open Houses space in TouchPoint for social media listing posts.
- Install sign, install lockbox.
 - For CA agents, complete agent visual inspections disclosure

Listing Launch:

- Input Listing as "Coming Soon" – within 1 business day of signed RLA



- Go ACTIVE with Listing per the guidelines of your listing agreement.
- Schedule Open House(s), make sure to have an open house the weekend of the initial launch. Make sure to have a sign-in sheet to follow up with all potential agents and potential buyers.
- Print CMA, Flyers & Open House Guidance
- Post Social Media Ads
- Continue to provide weekly updates to clients on activity and feedback.

Offer and Negotiation Stage:

- Evaluate and Organize All Offers
- Meet with Sellers to review all offers and to prepare potential counteroffer(s)
- Prepare counteroffer(s)/Send for signatures along with signed Purchase contracts with appropriate box checked for counter or acceptance.
- Send Accepted Offer with Counters to Selling Agent
- Contact unsuccessful Agents/Buyers to let them know of their rejected offers. Make sure to sign rejected offers box if available on your purchase contract or counters. Written communication shall suffice as notice of rejection if not available on your state forms.
- Prepare Opening Email to Escrow and include all parties such as TC's, cooperating agents, title, escrow, closing company, attorney, Lender, etc.
- Send Congratulations letter to client with all contact information, timelines, and next steps.

Escrow/Closing Process:

- Make sure all disclosures are complete and send to the selling agent (if using a transaction coordinator, they will complete this step).
- Use this opportunity to market "in escrow" social media posts or emails to database.
- Put Home into MLS as Pending (Adjust Price Prior if Necessary)
- Schedule/Review Inspection Reports – this will be based on items within your purchase contract and who is responsible for such inspection.
- Negotiate repair request from Buyer.
- Coordinate Repairs & Replacements. Make sure to obtain receipts for any work completed. These receipts shall be provided to the buyer and signed off and returned for our file.
- Schedule Appraisal Appointment
- Monitor Contingency Removal (CR) Dates
- Schedule and Attend Buyer's Walk-through (verification of property condition prior to close)
- After contingencies have been removed, remove staging items.
- Confirm closing timeline.
- Send Utilities Turn Off/On Email



Closing Stage:

- Fill out AARE's Close of Escrow Review Form and add to the file.
- Coordinate the key handoff and the date and time of turnover.
- Collect sign & remove lockbox(es)
- Review Estimated Final Settlement Statement/Closing Disclosure for accuracy.
- After closing, ask for review/referrals and provide client closing gift.
- Add client to your database, if you haven't already, and update and all important information.
- Post Just Sold posts to social media. View Listings/Buyers/Open Houses space in TouchPoint for social media just-sold posts.

Disclaimer: This checklist covers the major steps and tasks involved in listing a property as a REALTOR®. Keep in mind that specific requirements and procedures might vary based on location, market conditions, and brokerage practices. Adjust the checklist as needed to align with your workflow and local regulations.