

Listing Protocol: Steps when taking a new listing.

Though not all inclusive, these are office policy guidelines to be followed when listing a property.

Try to get the listing for 6 months time and take minimum of 4 months for listing time.

Do NOT take a listing for less than 3.9% without Managing Broker approval* (see below).

All parties sign and initial all documents including:

- Listing Agreement
- Seller's Disclosure (even investors must complete, use **dark pen**, print clearly)
- Radon disclosure (use **dark pen**, print clearly)
- Mold Disclosure (use **dark pen**, print clearly)
- Lead Paint Disclosure (if needed) (use **dark pen**, print clearly)
- City Disclosure if needed. It is your responsibility to contact the city and ask-**do not wait**

Once signed, inform sellers of the 'next steps' you are going to take with their listing. Every agent will have their own order of doing things but the following is a good guideline:

- "I will be back tomorrow to take pictures, room measurements and install the lockbox"
- "I will input into MLS tomorrow afternoon and you will officially be '*on the market*'"
- "I will set you up with our Showing Service". "They will call you when there is a showing, try to be accommodating as buyers will usually not return if rejected the first time".
- "The listing will start to appear in 3rd party sites i.e. Zillow, Trulia etc, the following day"
- "The sign will go up (usually 48 hours)"
- "About 3 days from now I will have fliers made and will bring them out to you"
- "I will set you up to receive activity reports from the MLS and Realtor.com." Note: you should do the same for Zillow and Trulia too.
- "You will receive market updates from MRED so we know how competitive we are"
- "I will always check to make sure you are getting as much internet exposure possible"
- "***I will touch base with you once a week***, you can reach out to me anytime though"

Now that you have a new listing your work begins

- ☐ Create an office file folder with checklist cover sheet.
- ☐ Input information into Listed database.
- ☐ Give the file folder (containing seller signed documents) to Broker for signature.
- ☐ Make quality scan of all disclosures and upload them into MLS.
- ☐ Email copies of all listing forms (after Broker signature) with showing link to clients.
- ☐ All **original** listing forms (i.e. contract, disclosures) must be placed in a property file in the file cabinet **in the office**.
- ☐ Install Lockbox on property: It is suggested you make a copy of the key for the file as Realtors tend to lock them inside properties and drop them between deck boards.
- ☐ Order Sign Pole and Info Box install from [Oakley Sign](#).
- ☐ 'Draft' the listing into MLS. **Before you hit 'save'** double check all fields and listing date as 'today'.
- Don't be afraid to print as 'preview' and modify several times.
- ☐ Add your cell# and identify a co-lister for each. Work out RS co-list referrals in advance.
- ☐ Confirm the 'Map' position in the MLS. It is often wrong.
- ☐ Hang the sign panel and your name rider on the pole.
- ☐ Input data into [Centralized Showing Solutions](#) (CSS)
- ☐ Review your listing on Realtor.com, Listhub.com, Zillow.com, Trulia.com and others.
- ☐ Make and deliver indoor and outdoor flyers if needed.
- ☐ Set up search in MLS so clients know what else is selling in the neighborhood.

Weekly:

- ☐ **Send an email or call your client every week** letting them know about feedback, the market etc.
- ☐ Follow up with buyer agents on any positive showing feedback.
- ☐ Update pictures of property often.

With managing broker approval and with discretion agents may lower the total commission to 3.75% and/or waive any admin fees. It is the policy of RealStar to not offer coop commissions of less than 2.5% minus a service fee and 1.25% to RealStar (ie 3.75% total). If your sellers are asking for a break in commission offer them a \$500 rebate if they purchase with you too and then give it to them on the purchase side HUD. They will be more likely to use you as a buyer agent.