

## 101 Reasons to Use a Real Estate Agent

### Appreciating the Numerous Steps an Agent Takes for Homeowners

Don't even THINK about not using an agent to help sell your home! With more real estate resources available on the Internet, it may seem as if buying and selling a home is an easy task. These 101 reasons will show you the extent of knowledge, experience and hard work that an agent provides to help you through a real estate transaction.

Verified by top-performing HomeGain agents, and numerous REALTORS®, the 101 reasons listed here reflect actions, procedures and processes that a real estate agent may typically perform during a residential real estate transaction—and are all things that you could avoid doing yourself!

### Typical Pre-Listing Activities

1. Research Current Properties
2. Research Sales Activity from MLS and public records databases
3. Provide Average Days on Market Assessment
4. Review Property Tax Roll
5. Prepare a Comparable Market Analysis (CMA)
6. Verify Ownership and Deed Type
7. Verify County Public Property Records
8. Perform Curb Appeal Assessment
9. Provide Public School Value
10. Provide a Listing Presentation
11. Analyze Current Market Conditions
12. Present Credentials
13. Deliver CMA Results
14. Discuss Planning and Strategy
15. Explain Listing Contract, Disclosures & Addendum
16. Screen Calls from Buyers or Agents
17. Explain Homeowner Warranty

### Selling the Property Activities

18. Review Title Details
19. Order Plat Map
20. Create Showing Instructions
21. Obtain Mortgage Loan Information
22. Review Homeowner Association Fees and Bylaws
23. Submit Homeowner Warranty Application
24. Add Homeowner Warranty in MLS
25. Review Electricity Details
26. Arrange Inspections for City Sewer/Septic Tank Systems
27. Collect Natural Gas Information
28. Provide Security System Status
29. Determine Termite Bond Status
30. Analyze Lead-based Paint Status
31. Distribute Disclosure Packages
32. Prepare Property Amenities
33. Detail Inclusions & Conveyances with Sale
34. Compile Repairs Needed List
35. Send Seller Vacancy Checklist
36. Install Lockbox
37. Make Copies of Leases for Rental Units (if applicable)
38. Verify Rents, Utilities, Water, and Deposits for Rentals
39. Inform Tenants of Listing for Rentals
40. Install Yard Sign
41. Perform Interior Assessment
42. Perform Exterior Assessment

### Advertising and Marketing a Listing

43. Enter a Profile Sheet into the MLS Listing Database
44. Provide Copies of MLS Agreement
45. Take Additional Photos for MLS and Marketing
46. Create and Advertise Property Listing
47. Coordinate Showing Times
48. Create and Mail Flyers
49. Compare MLS Listings
50. Develop Marketing Brochure
51. Notify the Network Referral Program
52. Create Special Feature Cards
53. Analyze Feedback Emails and Faxes

## 101 Reasons to Use a Real Estate Agent (Continued)

### Handling Offers and Contracts

54. Receive Offer(s) to Purchase
55. Evaluate Net Sheet
56. Counsel and Mediate Offer(s)
57. Deliver Seller's Disclosure
58. Obtain Pre-qualification Letter
59. Negotiate Offers on the Seller's Behalf
60. Mediate Counteroffers or Amendments
61. Fax Contract Copies
62. Deliver 'Offer to Purchase' Copies
63. Assist with Escrow Account
64. Distribute Under-Contract Showing Restrictions
65. Update MLS to "Sale Pending"
66. Review Credit Report
67. Deliver Unrecorded Property Information
68. Order Well Flow Test Reports (if applicable)
69. Order Termite Inspection (if applicable)
70. Order Mold Inspection (if applicable)
71. Confirm Deposit and Buyer's Employment
72. Follow Up with Loan Processing
73. Communicate with Lender
74. Confirm Approval of Loan
75. Remove Loan Contingency

### Home Inspection and Home Appraisal Activities

76. Coordinate Buyer's Home Inspection
77. Review Home Inspector's Report
78. Interpret Loan Limits
79. Verify Home Inspection Clauses
80. Contractor Preparation
81. Confirm Repair Completion
82. Attend Appraiser Appointment
83. Provide Appraiser Information and Remove Contingency

### Closing Preparations and Actions

84. Ensure Contract is Sealed
85. Coordinate Closing Process
86. Coordinate Closing Formal Procedure
87. Assist with Title Issues
88. Perform Final Walk-through
89. Verify Tax and Utility Preparations
90. Review and Distribute Final Closing Figures
91. Request Closing Document Copies
92. Confirm Receipt of Title Insurance Commitment
93. Make Homeowners Warranty Available
94. Review Closing Documents
95. Confirm and Assist with Final Deposit
96. Coordinate with Next Purchase
97. Ensure "No Surprises" Closing
98. Final MLS Update
99. Follow Up and Resolve Repairs
100. Documentation Follow Up
101. Hand the keys to the new owners

Remember to Thank your Real Estate Agent!