

# Listing Appointments with Sellers & Listing Agent

12/26/2024

*Listing a Seller's Property is usually a two-step process. (1) Initial appointment to view the property, establish rapport and establish the Seller needs and motivation 2) Share what Keller Williams and you can do to successfully market and sell their home, review recent sales activity (CMA) and to sign the Listing Agreement and the required documents necessary to begin the process.*

## Initial Listing Appointment (1<sup>st</sup> Meeting)

1. Review why Seller is thinking of selling, expectations, timing and any special needs.
2. Establish rapport while touring the property, take detailed notes of features, improvements, etc.
3. Discuss the age of any improvements to the property, whether permits were obtained etc.
4. Obtain the loan balance on the home and property tax information (needed for Seller's Net Sheet).
5. Set appointment to review pricing and discuss your customized marketing plan.

## Signing Listing Documents (2nd Meeting)

1. Discuss how you plan to meet or exceed Seller's expectations with the services you will provide by sharing your **Marketing Plan** and **Agent's Value Proposition** to attract the most Agents and Buyers.
2. Discuss potential Seller's Broker compensation and potential Buyer concessions (which may include Buyer's Broker compensation) to attract Buyers. Use **BCA** form.
3. Discuss your negotiation skills to get the **best price & terms** in the shortest amount of time.
4. Discuss **Pricing Strategy** and review the **Comparative Market Analysis** that you have prepared.
5. Go over the **Seller Net Sheet [ESP]** based on the value you recommended and anticipated closing costs which may include a Buyer Concession.
6. Once Seller is ready to move forwards with you to list the home, proceed with the Listing documents.
7. **RLA** – Seller signs Listing Agreement and related forms. [**AD, RLA, MLSA, SA, BCA, PRBS, FHDA & CCPA**]
8. Other Listing Docs required: **AS** [Seller Affidavit] (if not a US citizen could affect net sheet), **MLSA** Multiple Listing Service Addendum (includes Seller Exclusion from MLS and Clear Cooperation Policy) – signed by Seller & Broker – Agent sends to CCAR Compliance, **Seller Home Warranty** (or Waiver) – discuss whether Seller wants this option during the listing period.
9. **Review** the next steps to getting their home ready for sale; inspections, staging, vendors needed to prepare the home to be photo ready.
10. Disclosures may be completed at this time or at a later appointment to include: **DIA, TDS, SPQ, SBSA, County DDA, WHSD, WCMD, SFLS, LPD** (if applicable), **NHDS, HOA** documents which may need to be ordered, prior reports, leased or liened items, and other local disclosures.

*Thank the Seller for the opportunity to market and sell their home*