

OWNER: _____

- Pricing
 - Market indications
 - # of showings vs. time on the market
 - Future price adjustments
- Showings
 - People just showing up
 - Realtors just showing up
 - Buyers agents
 - Inquiries: how I work with buyers
 - No shows
 - Feedback
 - Lockboxes
 - How to present the house
- Accessibility
 - When I'm out of town
 - Email / cell phone / text
 - When you're out of town
- Advertising and marketing
 - When and where to expect ads
 - Periodic Service Report (marketing report)
 - Open house
 - Sign - when and where
 - ERAFL text
- If the house sells quickly
- Appraisals: high / low
- Legal issues
 - Seller Disclosure / Condition Disclosures
 - Latent defects defined
 - Why you should be concerned
 - Transaction Brokerage

ADDRESS: _____

- Condition of Property
- Relocation / referral companies
- From contract to closing
 - Inspections - there will be many
 - Repairs (warranted vs. cosmetic)
 - Loan process
 - Closing process (and when they get paid)
 - Contract - review
- Special needs:

Questions and Expectations

- What do you expect from me?
 - Honesty and confidentiality
 - Energetic effort to sell the property
 - Advertise and promote property
 - Advice on the current market
 - Ensure the property is being shown
 - Feedback on showings
 - Calculate costs to sell
 - Available to answer
 - Questions /c concerns
 - Return phone calls promptly

- What do I expect from you?
 - Honesty
 - Sincere desire to sell
 - Property in excellent showing condition
 - Property available to show

INITIALS: _____ Agent _____ Owner
 Date _____