



What Do Real Estate Agents Do?

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For Sellers . . .

- Coordinate listing presentation
- Research comparable properties
- Offer pricing strategy assistance
- Review closing costs
- Verify property details: lot size, utilities, etc.
- Verify current loan information
- Complete seller's disclosure form
- Enter the listing into the MLS
- Add property to brokerage/agent website
- Create single property website
- Install yard sign and lockbox
- Communicate with HOA manager (as applicable)
- Help stage for showing and photos
- Suggest curb appeal enhancements
- Hire and coordinate with a photographer
- Orchestrate online and print marketing
- Schedule open houses
- Request feedback from buyers' agents
- Coordinate price changes
- Receive and deliver offers
- Evaluate offers with sellers
- Confirm buyer's pre-approval
- Negotiate counteroffers
- Communicate with buyer's agent/broker
- Change listing status to pending
- Obtain copies of repair bills as needed
- Arrange appraisal

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For Buyers . . .

Coordinate buyer interviews
Recommend mortgage specialists
Confirm pre-approval
Schedule home tours
Draft and submit offers
Deliver earnest money to escrow account
Get and explain disclosures
Meet with the home inspector
Order septic and mold inspections as needed
Review inspection results with buyers
Negotiate repairs
Negotiate contract terms
Negotiate counteroffers
Track the loan process
Relay approval to seller's agent
Schedule appraisal

To Close a Sale . . .

Schedule and attend the final walkthrough
Compile and review closing documents
Verify title insurance, home warranty, and keys transfer
Move earnest money from escrow account to closing agent
Close out the listing on the MLS
Take listing off broker/agent website

In General . . .

Keep up with changing laws
Meet continued education requirements
Maintain a professional website
Answer online inquiries
Engage on social media
Return missed phone calls
Prospect for new clients
Write blog posts