
10 THINGS A REALTOR® DOES BEFORE LISTING A HOME FOR SALE

As your REALTOR®, I do far more than just list a property online and bring you paperwork to sign. I put your best interests ahead of my own (that's called a fiduciary duty), and I have extensive knowledge and experience to help you get the most value out of the home you've put so much care and investment into.

Here is a look at how we'll work together to get your property ready for a successful sale:

1. I'll start by doing a thorough dive into the local market, looking at properties that are currently listed, as well as those that have recently sold, using all the data available through the Multiple Listing Service (MLS, something something only a licensed real estate agent has access to) and public records.
2. Next, I'll research your property's past, reviewing its prior sales listings and history to understand what it has to offer buyers.
3. Based on my research, I will prepare a detailed Comparable Market Analysis (CMA). This report is key to helping us establish the best possible price for your home: one that will help you to receive fair market value and allow it to sell as quickly as possible.
4. I'll schedule a meeting and walkthrough at your home. We can use this time to discuss the market conditions, our overall sales and listing strategy, and how we can best prepare your property for sale.
5. We'll collaborate on a customized marketing plan, making sure we're on the same page about important elements such as staging, professional photography, signage, the listing strategy, and open house plans.
6. I will offer guidance on any repairs or improvements that could help maximize your sale price, and we'll talk through simple yet effective ways to prepare your home for showings (like decluttering and deep cleaning).
7. We'll sit down and agree on all the key terms of the listing agreement. This includes setting the final listing price, deciding on the agreement's duration, discussing compensation for me as your agent, and whether you wish to offer any concessions to the buyer to cover some of their costs.
8. I'll walk you through the different ways an agent can represent you (agency relationships) so you can choose the option you're most comfortable with. Once you're ready, we'll sign the official listing agreement.
9. We'll work together to gather all the necessary paperwork, such as information on your property's financing, title, homeowners' association (HOA) documents, lot size details (if you have a survey copy), and all required legal disclosures.
10. We'll review and discuss the different financing options that potential buyers might use, and how that could impact our strategy.

For 49 more things I'll do before listing your home, as well as other things a REALTOR® does, go to [167 Things a REALTOR® Does for Clients | SMART ZONE](#)

