

Services That a Realtor Can Offer Sellers

1. Advertising (TV, radio, newspaper, CREN, magazines)
2. Expertise / knowledge
3. Market trends
4. Market stats
5. MLS system
6. Website
7. Signage
8. Information (local, regional)
9. Education on the process of selling
10. Listening to their expectations, answering questions & proactively giving info
11. Keep them informed as to what is / is not happening in the area, with their home & what the 'experts' are saying
12. Negotiating skills
13. CMA / valuation
14. Consistency
15. Motivational talks / Listen to vent
16. What to do checklists
17. Weekly updates
18. Preview homes similar to theirs to know the market
19. Strategy
20. Review the home & advise on repairs, staging
21. Take pictures
22. Virtual tours
23. Realtor caravans
24. Open houses
25. Show home to prospective buyers
26. Provide referrals (lawyers, movers, staging company, mortgage specialist, accountants, pet care)
27. Advise about RPR process (stamp of compliance)
28. Create binding contract
29. Complete paperwork
30. Call Realtors for feedback
31. Keep listing info updated
32. Manage expectations
33. Their network
34. Morally guided (honesty, integrity, reputation)