

What Does a Realtor Do for A Seller?

A great real estate agent for a seller is a jack of all trades. They will help you prepare your home for sale, set a price, determine a selling strategy, and negotiate with buyers. Here's more information on the responsibilities of a seller's agent and what qualities to look for, so when the time comes, you'll know how to choose a real estate agent to sell your home.



Seller's Agent Definition

A **seller's agent** is the real estate agent or REALTOR® who represents the person who wants to sell their property. "Seller's agent" and "listing agent" are often used interchangeably. This in contrast to a **buyer's agent**, who represents the person who is interested in purchasing the property.

First Meeting with a Realtor to Sell Your House

When you're selling your home, the first meeting that you have with a real estate agent is often referred to as a listing consultation. During the consultation, your agent will look at your property and learn more about your goals for selling. They will discuss your home's selling features and suggest improvements that could lift your price. They'll also do a comparative market analysis (CMA), which looks at comparable homes that have sold nearby, to determine a recommended price. A good seller's agent should also come up with a marketing strategy to help you get that price.

Role of a Listing Agent

1. Preparing Your Home to Sell



An experienced listing agent will know how to maximize your property value so you can receive top dollar for your home. They'll be able to identify which improvements you should make to your home (if any) to increase the amount it sells for. They'll also be able to recommend

service providers who provide great value (high quality at reasonable prices): an inspector, handyman, painter, landscaper, stager, etc.

Your agent will help you evaluate the return on investment (ROI). For every \$1 you spend, you want to receive \$2 in return. In a seller's market, with a lack of homes on the market and a surplus of buyers, your property may sell in the first week or two on market without completing repairs. However, in most cases, any time you want to receive "top dollar," it's best to do the repairs first. Most buyers do not want a construction zone; they'll pay a premium for the work to be done. They want to write a check and have the peace of mind.

2. Staging Your Home to Sell

Preparing your property is an art and needs attention if you want to maximize your sale price. Agents often say, "proper preparation prevents poor performance." Your agent will help you "stage" your home so that it makes a positive first impression among potential buyers, from the time they look at the listing photos, to the moment they walk in the door.

The first step in staging a home is removing any excess furniture and clutter to make the room feel larger and to help the buyer visualize the space. It's best to leave some furniture in the room, so that buyers can picture where their own furniture will go, but not so much that the room feels small.

You can also hire a professional staging company, who will bring in furniture and decor that is perfect for the space. Depending on who you ask, professional staging will net you about a 1% higher sale price. When an agent meets a seller with a \$600,000 property, they may not advise staging because it may cost \$5,000. However, if they meet a seller with a \$1.5 million dollar property, then staging is advised because it may cost \$7,000.

3. Hiring Professional Listing Photos

Once the home is prepped and stage, it will be ready for a photo shoot. When you work with an ERA Brokers agent to sell your home, you'll receive free professional photos as part of the service. ERA will also do a 3D scan of your house, so that buyers can view it from every angle online (like the street view you see on Google Maps). Many buyers who live out of the state or the country want to

complete a 3D Walkthrough of your property before they waste their time and money to tour it in-person.

4. Deciding on a Price

The next step is to determine a price before it goes on the market. Your agent will create a comparative market analysis (CMA) to review comparable homes nearby that have recently sold. This will give you more information on what people are willing to pay for homes that are similar to yours, so you can set a competitive price. Some agents like to email information about a seller's home to 3-5 top agents in the area to get their pricing opinion. Then the seller and their agent know the comps and how much other top agents believe their buyers would pay.

5. Marketing Your Home to Potential Buyers

Once you've determined a price, your home is ready to go on the market. Your agent will install a "for sale" sign in your yard, deliver flyers, set up a lockbox (which other agents will use to tour your home with their clients), and put your home on the multiple listing service and other real estate search sites. If you work with an ERA agent, your home will have its own web page that will be syndicated to over 100,000 websites reaching 90 million viewers monthly. We upgrade your home on Realtor.com, Zillow, Trulia, and Homes.com so that all inquiries go to your ERA agent. ERA listings, on average, receive more than 1,500 virtual showings. In addition to online marketing, your agent may recommend scheduling an open house, and setting an offer deadline.

6. Closing the Deal

If you receive an offer, your ERA agent will review each offer and help you negotiate terms to get the best deal. They'll also guide you through all the paperwork and steps that need to be completed in the closing process to officially hand over your keys to the new owner. When you work with an ERA agent, you'll receive access to the ARTI transaction management system where you can track what needs to be done, and even sign paperwork online. After that, it's officially sold!



Listing Agent Summary

These are a few of the many job tasks that a real estate agent routinely does for a seller. Listing agents may not get paid until many months after they first met with their clients. The journey of selling a client's home can be long and tedious. Sellers tend to get emotional during the process of selling their home. Listing agents must work hard to keep their clients calm, and to trust in the process.

1. Prepare Listing Presentation for Sellers
2. Research Sellers Property Tax Info
3. Research Comparable Sold Properties for Sellers
4. Determine Average Days on Market
5. Gather Info From Sellers About Their Home
6. Meet With Sellers at Their Home
7. Get To Know Their Home
8. Present Listing Presentation
9. Advise on Repairs and/or Upgrades
10. Provide [Home Seller To-Do Checklist](#)
11. Explain Current Market Conditions
12. Discuss Seller's Goals
13. Share Your Value Proposition
14. Explain Benefits of Your Brokerage
15. Present Your Marketing Options
16. Explain Video Marketing Strategies
17. Demonstrate 3D Tour Marketing
18. Explain Buyer & Seller Agency Relationships
19. Describe the Buyer Pre-Screening Process
20. Create Internal File for Transaction
21. Get Listing Agreement & Disclosures Signed
22. Provide Sellers Disclosure Form to Sellers

23. Verify Interior Room Sizes
24. Obtain Current Mortgage Loan Info
25. Confirm Lot Size from County Tax Records
26. Investigate Any [Unrecorded Property Easements](#)
27. Establish Showing Instructions for Buyers
28. Agree on Showing Times with Sellers
29. Discuss Different Types of Buyer Financing
30. Explain Appraisal Process and Pitfalls
31. Verify Homeowners Association Fees
32. Obtain a Copy of HOA Bylaws
33. Gather Transferable Warranties
34. Determine Need for Lead-Based Paint Disclosure
35. Verify Security System Ownership
36. Discuss Video Recording Devices & Showings
37. Determine Property Inclusions & Exclusions
38. Agree on Repairs to Made Before Listing
39. Schedule Staging Consultation
40. Schedule House Cleaners
41. Install Electronic Lockbox & Yard Sign
42. Set-Up Photo/Video Shoot
43. Meet Photographer at Property
44. Prepare Home For the Photographer
45. Schedule Drone & 3D Tour Shoot
46. Get Seller's Approval of All Marketing Materials
47. Input Property Listing Into the MLS
48. Create Virtual Tour Page
49. Verify Listing Data on 3rd Party Websites
50. [Have Listing Proofread](#)
51. Create Property Flyer

52. Have Extra Keys Made for Lockbox
53. Set-Up Showing Services
54. Help Owners Coordinate Showings
55. Gather Feedback After Each Showing
56. Keep track of Showing Activity
57. Update MLS Listing as Needed
58. Schedule Weekly Update Calls with Seller
59. Prepare “Net Sheet” For All Offers
60. Present All Offers to Seller
61. Obtain Pre-Approval Letter from Buyer’s Agent
62. Examine & Verify Buyer’s Qualifications
63. Examine & Verify Buyer’s Lender
64. Negotiate All Offers
65. Once Under Contract, Send to Title Company
66. Check Buyer’s Agent Has Received Copies
67. Change Property Status in MLS
68. Deliver Copies of Contract/Addendum to Seller
69. Keep Track of Copies for Office File
70. Coordinate [Inspections with Sellers](#)
71. Explain Buyer’s Inspection Objections to Sellers
72. Determine Seller’s Inspection Resolution
73. Get All Repair Agreements in Writing
74. Refer Trustworthy Contractors to Sellers
75. Meet Appraiser at the Property
76. Negotiate Any Unsatisfactory Appraisals
77. Confirm Clear-to-Close
78. Coordinate Closing Times & Location
79. Verify Title Company Has All Docs
80. Remind Sellers to Transfer Utilities

81. Make Sure All Parties Are Notified of Closing Time
82. Resolve Any Title Issues Before Closing
83. Receive and Carefully Review Closing Docs
84. Review Closing Figures With Seller
85. Confirm Repairs Have Been Made
86. Resolve Any Last-Minute Issues
87. Attend Seller's Closing
88. Pick Up Sign & Lock Box
89. Change Status in MLS to "Sold."
90. Close Out Seller's File With Brokerage