

## TASK LIST

| Task   | To be done by... |       |
|--|------------------|-------|
|  | Seller           | Agent |
| <b>Pre-listing Phase</b>   |                  |       |
| Home Preparation   |                  |       |
| Clean and paint  |                  |       |
| Repair and de-clutter  |                  |       |
| Staging  |                  |       |
| Pre-Marketing  |                  |       |
| Take professional quality photographs  |                  |       |
| Gather information required for listing the home                                 |                  |       |
| Formulate a marketing strategy   |                  |       |
| Home Pricing   |                  |       |
| Get a professional appraisal   |                  |       |
| Create a CMA   |                  |       |
| Establish an asking price  |                  |       |
| <b>Listing Phase</b>   |                  |       |
| Marketing Activities   |                  |       |
| Put up a For Sale sign   |                  |       |
| Install a lockbox  |                  |       |
| Create and print sales flyers  |                  |       |
| Post the listing to the MLS  |                  |       |
| Manually post the listing to Zillow and Trulia                                   |                  |       |
| Hold an Open House   |                  |       |
| Show unrepresented buyers the home   |                  |       |
| Take phone inquiries about the home from buyers and agents                       |                  |       |
| Sales Activities   |                  |       |
| Get feedback from every unrepresented buyer that tours the home                  |                  |       |
| Get feedback from every agent representing a buyer that tours the home           |                  |       |
| Make changes to marketing strategy, as needed, based on buyer feedback           |                  |       |
| Make changes to asking price, as needed, based on buyer feedback                 |                  |       |
| Evaluate offers, including explaining all contingencies                          |                  |       |
| Contact buyer or buyer's agent to assess buyer's motivation in purchasing home   |                  |       |
| Contact buyer or buyer's agent to request any information missing from the offer |                  |       |
| Formulate a multiple offer strategy, if needed                                   |                  |       |
| Formulate and submit counter offers  |                  |       |
| <b>Escrow Phase</b>  |                  |       |
| Escrow Activities  |                  |       |
| Continue to take phone inquiries about the home from buyers and agents           |                  |       |
| Choose an escrow company   |                  |       |
| Provide the escrow company with all requested documents                          |                  |       |
| Choose a title company   |                  |       |
| Choose a pest control company, if needed, to perform an inspection               |                  |       |
| Choose a mold inspection company, if needed, to perform an inspection            |                  |       |
| Fill out all lawfully required disclosure forms                                  |                  |       |
| Fill out all lawfully required compliance forms                                  |                  |       |
| Respond to Request for Repair  |                  |       |
| Send out Notices to Perform, as needed   |                  |       |
| Monitoring Activities  |                  |       |
| Monitor contingency dates  |                  |       |
| Monitor escrow activities by staying in contact with the escrow company          |                  |       |
| Monitor the status of the loan by staying in contact with the mortgage broker    |                  |       |