



# Wondering What REALTORS® Really Do?

In an effort to dispel any real estate myths that agents don't have to work hard to earn a living, we've put together a list of some of the many tasks agents perform for every transaction.

Talk about being multi-talented!

## When you're selling a house...

- 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 buyer's 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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## When you're buying a house...

- 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

## When you're closing a sale...

- Schedule and attend the final walkthrough
- Compile and review closing documents
- Verify title insurance
- Verify home warranty
- Move earnest money from escrow account to closing agent
- Verify transfer of keys
- 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 your website
- Answer online inquiries
- Engage on social media
- Return missed phone calls
- Prospect for new clients
- Write blog posts

Article Courtesy of : <http://www.point2homes.com>



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