

Real Estate Sellers

- Sellers/Owners are the only identifiable group in Real Estate
- Most prospecting is directed at Owners' / Sellers'
- Farming in real estate is all about picking an area or type of owner and planting the seeds of selling and/or transacting
- Sellers/Owners are the ones who hire agents to sell their property and pay the commission

Working with Sellers'

Every agent Wants to be the Top Listing Agent

- Listings are the life blood of the real estate industry
- Listings are your inventory
- Listings drive your marketing
- Listings give an agent control over their business
- Listings take time and effort; to obtain, and to sell
- Listings are more difficult to get signed than purchase offers

Paperwork/Contracts for Sellers

- The Listing Package
 - Agency Disclosures
 - Listing Agreement
 - Property Disclosures
- The Disclosure Package
 - The entire listing package
 - Third Party Inspection reports
 - Any other market area specific disclosure

Documents/Contracts

- See California Association of Realtors Zip Forms documents for sellers
 1. Agency Disclosure
 2. Listing Agreement
 3. Lead based Paint disclosure
 4. FIRPTA
 5. Natural Hazards Disclosure (usually 3rd party)
 6. TDS
 7. Supplemental TDS
 8. AVID
 9. Environmental Hazards i.e. Earthquake safety, Lead Based paint, smoke detectors, Carbon Monoxide detectors etc..
 10. And more