

Major Listing Services

Photography and Initial Internet Uploads

List of Tasks Performed:

- **Client Contact**
 - Send introduction letter via email – picture guidelines to client
 - Contact client – schedule pictures
- **Photo Shoot**
 - Take photos inside and out – cover and document every room in home.
 - Measurements of every room for Metrolist and Ires
 - Just Listed Flyers stocked
- **Photo editing and uploading**
 - Photos picked – show the home in the best possible light
 - Photos edited for size and resolution appropriate for different uses
 - Internet, Custom Flyers, Etc.
 - Property remarks written
 - Photos, measurements and remarks uploaded to:
 - Metrolist,
 - IRES
 - Photos uploaded to: (Measurements and remarks upload automatically)*
 - Colorado Homes
 - ColdwellBanker.com
 - Realtor.com
 - Add Headlines and scrolling text if desired
 - Trulia
 - Zillow
 - RickCrompton.com

**Note: A limited number of photos will automatically upload to these websites from IRES and Metrolist. However, the quality of the photos generally suffer. Much better results are achieved by uploading to each site directly. In addition, by uploading directly you can use more photos than are uploaded automatically.*

Capital equipment required

*Professional grade wide angle lens camera with flash
Gas expense for travel to and from property
Software for modifying and editing photos*

Experience required

*Quality photography for real estate
Skill in modifying, sizing, cropping photos for the best impact
Knowledge of Internet systems for uploading correctly to avoid losing pictures often*

Major Listing Services

Flyers and Marketing Materials

List of Tasks Performed:

- **Flyers**
 - Custom flyers created and printed
 - Includes printing of 200 custom flyers per property maximum
 - Initial run of 50 flyers delivered to property, placed inside home and in brochure box.
- **Feature cards**
 - Full Color Custom Feature Cards created and printed
 - Goal for about 25 cards per property – unless property can't support that many
 - Includes laminated welcome card for outside of front door
 - Cards can be used to announce special instructions for pets, locking/unlocking doors, etc.
- **Slideshows**
 - Animated .gif file of 18 property photos provided to agent – slideshow of property
 - Two sizes provided
 - 640x424 – about 2MB file
 - 250x166 – about 450 k file
 - small size designed especially for emailing conveniently to any interested agent or buyer
 - Easily read by any computer – just double click to load
- **Virtual Tour**
 - Virtual Tour including panoramic photos provided and linked to all websites
 - Branded and non-branded according to website/MLS rules and regulations

Capital equipment/expertise required

High End Full Color Laser Printer

Paper/toner cost per 200 flyers + feature cards

Software for modifying and creating slideshows

Software for producing panoramic photos

Virtual Tour solution

Experience required

Skill in modifying, sizing, cropping photos for use in varied formats

Skill in using software to produce good looking flyers and feature cards

Skill in producing virtual tours and panoramic photos

Major Listing Services

Internet Maintenance and Client Reports

List of Tasks Performed:

- **Internet maintenance**
 - Begins one week after Internet uploads are complete and continuing weekly until property is under contract.
 - Includes the following items:
 - Checking picture uploads on
 - Metrolist, IRES, ColoradoHomes.com, Coldwell Banker.com,
 - IRES
 - ColoradoHomes.com
 - ColdwellBanker.com
 - Realtor.com
 - Trulia.com
 - Zillow.com
 - Re-uploading or correcting pictures if needed
- **Tracking stats on internet hits**
 - Number of hits can be accessed from:
 - Iresis.com
 - ColoradoHomes.com
 - ColdwellBanker.com
 - Realtor.com
 - Trulia.com
 - Zillow.com
- **Agent update reports**
 - Reporting weekly via email a formal report to the agent including:
 - Tasks completed for marketing
 - Dates of internet checks
 - Tabular breakdown of internet hits week by week, plus averages over length of listing
 - Graph of internet hits week by week to show viewing trends over time
 - Room by room breakdown of measurements and floor covering
 - List of photos used on each website
 - Summary report of graphs of all properties for cross-property comparison
- **Client update reports**
 - Reporting weekly via email a formal report to the client including
 - Introduction letter explaining the report
 - Tasks completed for marketing
 - Dates of internet checks
 - Graph of internet hits week by week to show viewing trends over time

Experience required

Knowledge of Internet systems to find stats, check on pictures

Agent and client reporting forms for professional client and agent contact

Major Listing Services

Password Maintenance

Password maintenance allows the listing manager to have access to your internet systems for uploading and maintaining pictures and listing information. In addition, a monthly password rotation relieves the agent of having to keep track of what system needs to be updated at what time, and gives the agent a single password to remember each month for all included systems.

List of Tasks Performed:

- **Regular changing and updating of passwords**
 - On the first week of every month
 - Frequency makes it easier to keep track of changes in different systems
 - All passwords changed to one password for all systems – ease of use
 - Passwords need to be 8 characters long, preferably 6 alphanumeric and two numeric
 - Agent submits a list of 12 passwords, one for each month, to use in updating passwords, along with user id for each site
 - Agent will be notified by email when passwords are being changed, and when changes are complete – process takes about one hour.
 - Systems that can be maintained:
 - Metrolist.com
 - Virtual Office
 - Colorado Homes email (mail.coloradohomes.com)
 - IRES.com
 - NRT Intranet (<http://extranet.nrtinc.com>)
 - ColoradoHomes.com
 - ColdwellBanker.com
 - Realtor.com
 - Merrill (CB Marketing Tools)
 - Centralized Showing
 - Rezora
 - Top Producer MLS Credentials
- Other sites can be maintained at agent request – and at agreement of listing manager.

Major Listing Services

Delivery Services

List of Tasks Performed:

- **Initial Delivery – At time of photo shoot**
 - Delivery and set up of listing sign, brochure box and lock box
- **Marketing Materials – Within a week of initial photo shoot**
 - Delivery of Marketing Materials
 - Showing will be scheduled to set up property
 - Custom flyers delivered and placed in brochure box
 - Stock of extra flyers left inside for seller as needed
 - Letter placed for flyer and showing guidelines
 - Feature cards placed throughout house
 - Warranty, disclosures, or other items placed in house by direction of agent.
- **Retrieving Materials**
 - Either at closing or at expiration of listing
 - Remove listing sign and brochure box from yard
 - Remove lock box (if not removed during final walk-thru)
 - Retrieve re-usable marketing materials from house
 - Does not include removing feature cards

Capital equipment/expense

Gas expense for travel to and from property

Tools for set up and removal of sign and brochure box

Timeline of Services

Overview of time line of activities. Time frames reflect the worst case – or the longest tasks should take, given a normal listing situation.

Start of timeline - Agent Calls with new listing and filled out packet – including client contact information. Includes receiving a key to the property from the listings agent so lockbox can be set.

Within 1 Day of receiving packet info – email to client to schedule pictures, and with guidelines for taking pictures. Client will be offered two time slots within a couple of days to choose from, unless the client indicates they need more time for the property to be ready for pictures. No photos will be scheduled without contacting the seller directly, unless the property is *guaranteed* to be vacant by the listing agent.

Before Photo Shoot – Property listed in MLS – as temporary saved file, ready to be activated as soon as Photos are taken.

Day of Photo Shoot – Pictures taken, edited and chosen

Tasks included in photo shoot

Photos

Listing sign placed

Lockbox placed

Just Listed Flyers placed

AON sign riders, and doorhangers placed

Measurements taken

1 Day after photo shoot – Pictures and measurements uploaded to Internet systems including Metrolist, Ires, Realtor.com, ColoradoHomes.com.

3 Days after photo shoot – Coldwell Banker.com, Trulia.com and Zillow.com websites checked to verify property upload, and adding additional information

4 Days after photo shoot – Feature cards and flyers complete and delivered to home. A formal showing will be set at the property in order to deliver these items, along with a guideline for the seller for showings and stocking flyers.

5 Days after photo shoot – Virtual tour complete with panos (if appropriate for property) and linked to all relevant websites

6 days after photo shoot – Email sent to client with websites for viewing their property online

One week, and every week until under contract– Listing Updates completed (Usually will be on Friday of each week.)

Agent Requirements for Listing Manager

Agent must provide the following minimum information prior to any work taking place on Listing

- Notice of anticipated Listing, Timing, and Confidence
- Copy Listing Agreement (Agency)
- Copy of completed MLS Input Sheets
or at least identified subset: Actual / observed property details / features
- Copy of established Showing Instructions
- Copy of Seller Contact Information
- Target Marketing Begin Date - Pending Seller Cooperation
- HOA Contact info and details for MLS
- Picture scheduling form – list of key features of home
- Copy of key

Agent must keep Listing Manager apprised of the following during the listing

In order to effectively manage the listing, and keep the information in the MLS and the client weekly reports current and accurate, the following information is needed

- Notice of MLS Changes
- Notice of Showing Instruction Changes
- Notice of Contract negotiated status

For a listing in the under contract process, the following information is needed, this facilitates the ability to change MLS status, awareness that a listing is likely to progress toward closing after appraisal and inspection, and to be able to schedule sign up/down and removal of lockbox for closing.

- Notice of Inspection Completion
- Notice of Appraisal Completion
- *Notice of Close Date / Time*

Additional Listing Services Tasks Not Included in Basic Listing Fee

Second Photo Shoot

List of Tasks Performed:

- Photo Shoot of items required
- Photos picked and edited
- Photos uploaded to
 - Metrolist
 - IRES
 - Colorado Homes
 - Coldwell Banker.com
 - Realtor.com

Capital equipment/expense required

Professional grade wide angle lens camera with flash

Skill in modifying, sizing, cropping photos for use in varied formats

Flyer Restocking

List of Tasks Performed:

- When Client requests flyers, they will be delivered within a two day timeframe
- If property is over 30 miles away, alternatives may be discussed with the listing agent

Updated/Changed Flyers

List of Tasks Performed:

- Custom and/or Merrill Flyers
 - Custom or Merrill flyers re-created and printed
 - Includes printing of 200 custom flyers per property
 - Flyers delivered to property
- If custom flyers are unchanged, but property requires more than the initial 200 flyers, then this fee will apply

Capital equipment/expense required

High End Full Color Laser Printer

Gas expense for travel to and from property

Skill in using software to produce good looking flyers

Skill in using Merrill system to create flyers and just listed postcards

Paper/toner cost per 200 flyers

Additional Listing Services

Creating Custom Flyer Template

List of Tasks Performed:

Custom Flyer design

Meeting with agent to determine desired layout and features
Creating template for repeated use in future listings
Approval process with agent to verify acceptable layout

**This service covers a ½ to 1 hour meeting with agent, plus 3 hours to layout template. If agent requirements cause the time invested to significantly surpass a combined four hours, an hourly fee will go into effect.*

Capital equipment/expertise required

Software for modifying and editing photos
Software and experience in creating flyer templates and formats for reuse

Creating custom feature card template

List of Tasks Performed:

Custom Flyer design

Meeting with agent to determine desired layout and features
Creating template for repeated use in future listings
Approval process with agent to verify acceptable layout

**This service covers a ½ to 1 hour meeting with agent, plus 3 hours to layout template. If agent requirements cause the time invested to significantly surpass a combined four hours, an hourly fee will go into effect.*

Capital equipment/expertise required

Software and experience in creating flyer templates and formats for reuse
Software and experience in creating flyer templates and formats for reuse