



SELLER GUIDE 2018



CALIBER



1.

THE ROLE OF CALIBER

LISTING AGENT.

The most direct thing that a Caliber Listing Agent does is expose your home to the greatest number of people. A Caliber Listing Agent is first and foremost a marketing person.

We make your property available through exposing it to the greatest number of agents and the public through various types of advertising and through holding open houses.

Selling a home can be very stressful, but when you have a top shelf agent in your corner who is taking care of the little details, the burden can be eased just a bit.





2.

PRICING YOUR LISTING

PRICING.

A Caliber Listing Agent has many duties and responsibilities, but at the top of the list is to properly price your home. To do this, we analyze the sales prices of comparable homes to see where yours should fit in, and advise you accordingly.

How much is your home worth?

You can get an estimated value by entering your address on StreetEasy or Zillow, but from there you'll want to do some fine-tuning—and that's where a Caliber Agent can help.

THE STAKES ARE HIGH.

Price your home too low, and you could lose money. Price it too high and your home languishes on the market —making buyers wonder if something is wrong with your home. Eventually, you will be forced to drop the price to be competitive in the marketplace, but by that point, the bad reputation will have stuck.

Even with a competitive price, buyers will be likely to low-ball you after a period of time. Ultimately you may sell the property for less than what you would have if you had priced it correctly to begin with. The seller loses out.



3.

MARKETING YOUR LISTING

After we determine an asking price, we will provide you with a comprehensive marketing plan detailing how we will get your property sold.

This plan includes the following:

- Recommendations for home improvements or home staging, if necessary. Yes, these alterations may cost you time and money, but they will improve your chances for a faster sale and higher asking price.
- Taking photos or hiring a photographer who will be able to highlight your home's best features. We use top-notch marketing materials, from photographs to videos to the brochures used to market the home.
- Co-broking for maximum exposure, where home buyers and their agents can view your property and decide if they'd like to come visit for a closer look.
- Advertising and holding open houses.
- Coordinating showings with prospective buyers.
- We market the heck out of the property.
- Our website draws traffic.
- Our social media presence: Facebook, Instagram, Twitter, Google+, Google Ads, Yelp and more

4. LISTING AGENT'S KEY RESPONSIBILITIES

■ WE COMMUNICATE PROPERLY.

- Too many Real Estate agents only check back in when they get an offer.
- Your Caliber Agent will regularly update and give feedback of showings and about anything else that may concern you.
- We will return your calls and emails promptly, within an hour.
- We believe that there is no excuse for poor communication.
Staying in touch is something all sellers have a right to expect from their Caliber Agent.

■ QUALIFYING.

Anybody can say they are interested in buying a property. Not everyone can get pre-approval though. We will make sure that buyers are pre-approved – not just pre-qualified. There is a big difference between mortgage pre-qualification and pre-approval. Pre-qualification does not include an analysis of the buyer's credit report, verify income or employment, which will be key factors in whether they can get a mortgage. A pre-qualification in most instances is not worth the paper it is written on. We want buyers who have already submitted all information, including a credit report, and been given the go-ahead for a loan.

■ WE WILL NEGOTIATE THE BEST TERMS.

- We advocate for you and strive for the best possible terms for the transaction.
- Once we get an offer we will present it to you and give you advice

■ ATTEND THE APPRAISAL.

- We attend the appraisal, so we can answer the questions the appraiser has and make sure they understand the facts about the property.
- Appraisers may need feedback from someone who knows the property.
- We will be there to help clarify any confusion and answer an appraiser's questions.





5.

KEY TRAITS OF A CALIBER LISTING AGENT

- Honesty above all else. We put YOUR needs above all.
- Professionalism. From the dress to manners, we are an extension of yourself to everyone we encounter in the home sale journey.
- Excellent communication skills – We stay in touch with you.
- Strong negotiator.
- Creative marketer – We offer a comprehensive marketing plan.
- Exceptional company and personal reputation.
- Experience and proven results – We possess the knowledge and expertise to guide you in unforeseen circumstances. We sell in all types of markets, and are successful in all kinds of markets.



6. THE 55 TASKS CALIBER AGENTS DO FOR YOU

You may not be aware of all the services that we provide to sellers during the course of the transaction, probably because most of the important services are performed behind the scenes.

■ PRE-LISTING ACTIVITIES.

1. Research all comparable currently listed properties.
2. Research recent sales activity.
3. Research “average days on market” for properties similar in type, price and location.
4. Prepare “comparable market analysis” (CMA) to establish market value.
5. Prepare listing presentation package with above materials.

■ LISTING APPOINTMENT PRESENTATION.

6. Give seller an overview of current market conditions and projections.
7. Present CMA results, including comparable, sold, current listings, and expired.
8. Offer professional pricing and strategy.
9. Discuss goals to market effectively.
10. Explain market power and benefits of co-brokering.
11. Explain market power of web marketing.
12. Explain the work the broker and agent do “behind the scenes” and agent’s availability on weekends.
13. Explain agent’s role in screening qualified buyers to protect against curiosity seekers.
14. Review listing contract and obtain seller’s signature.

■ AFTER LISTING AGREEMENT IS SIGNED.

15. Prepare showing instructions for buyers’ agents and agree on showing time with seller.
16. Get management company contact information / property manager, transfer agent
17. Get a copy and review the last 2 years financial statements, offering plan, amendments, bylaws and sales application.
18. Prepare detailed list of property amenities and assess market impact.

■ ENTERING PROPERTY IN LISTINGS DATABASE.

19. Agent is responsible for “quality control” and accuracy of listing data.
20. Enter property data to the active listing database within 48 hours
21. Provide seller with signed copies of Listing Agreement and listing links within 48 hours.



6. THE 55 TASKS CONT.

■ MARKETING THE LISTING.

22. Take professional photos, videos.
23. Prepare the marketing ads and material.
24. Coordinate showings.
25. Return all calls—weekends included.
26. Prepare mailing and contact lists.
27. Prepare and mail “Just Listed” marketing materials.
28. Prepare flyers and feedback forms.
29. Review comparable listings regularly to ensure property remains competitive in price and terms.
30. Send feedback e-mails/faxes to buyers’ agents after showings.
31. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale.
32. Place regular weekly update calls to seller to discuss marketing and pricing.

■ THE OFFER AND THE CONTRACT.

33. Receive and review all Offer to Purchase contracts submitted by buyers or buyers’ agents.
34. Evaluate offer(s). Counsel seller on offers. Explain merits and weakness of each component of each offer.
35. Contact buyers’ agents to review buyer’s qualifications and discuss offer.
36. Obtain pre-approval letter on buyer from loan officer.
37. Negotiate all offers on seller’s behalf, setting time limit for loan approval and closing date.
38. Prepare and convey any counteroffers, acceptance or amendments to buyer’s agent.
39. Advise seller in handling additional offers to purchase submitted between accepted offer and contract being fully executed.

■ TRACKING THE LOAN PROCESS.

40. Follow up financing aspect weekly to ensure processing is on track.
41. Relay final approval of buyer’s loan application to seller.

■ THE APPRAISAL.

42. Schedule appraisal.
43. Provide comparable sales used in market pricing to appraiser.
44. Follow up on appraisal.
45. Assist seller in questioning appraisal report as needed.



6. THE 55 TASKS CONT.

■ THE CO-OP BOARD APPROVAL OR CONDO APPLICATION PROCESS.

- 46. Review sales application package submitted by the buyer to make sure that it is completed.
- 47. Confirm that all financial supporting documents correspond with the application.
- 48. Make sure that the reference letters are well written.
- 49. Prepare buyers for coop board interview.

■ CLOSING PREPARATIONS AND DUTIES.

- 50. Coordinate closing process with buyer's agent and lender.
- 51. Update closing forms and files.
- 52. Ensure all parties have all forms and information needed to close the sale.
- 53. Confirm closing date and time and notify all parties.
- 54. Change Listing status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
- 55. Close out listing in transaction management program.





7.

NYC CLOSING COSTS

■ CONDOMINIUMS.

Broker:	Typically 6%
Own Attorney:	Consult your attorney
Processing Fee:	\$450+
NYC Transfer Tax:	Residential: Up to \$500,000 = 1%; \$500,000+ = 1.425% Commercial: Up to \$500,000 = 1.425%; \$500,000+ = 2.625%
Admin. Fee:	Non-Deed Transfers (i.e., Co-Ops) = \$50 Residential Deed Transfers = \$75 Commercial Deed Transfers = \$165
NY State Transfer Tax:	\$4 per \$1,000 of price
NYS Equalization Fee:	\$75
Pick-up/Payoff Fee:	\$250-\$500
UCC-3 Filing Fee:	\$100
Misc. Condominium Charges:	Vary by building

Note: For condominiums in new developments, the Purchaser will pay costs normally paid by the Seller. These include Seller attorney fees as well as NY and NYC Transfer Taxes.



7. NYC CLOSING COSTS

■ CO-OPS.

Broker:	Typically 6%
Own Attorney:	Consult your attorney
Co-op Attorney:	\$450+
Flip Tax:	Typically 1% to 3% of price (if applicable)
Stock Transfer Tax:	\$0.05 per share
Move-out Deposit/Fee:	Varies by building
NYC Transfer Tax:	Residential: Up to \$500,000 = 1%; \$500,000+ = 1.425% Commercial: Up to \$500,000 = 1.425%; \$500,000+ = 2.625%
Admin. Fee:	Non-Deed Transfers (i.e., Co-Ops) = \$50 Residential Deed Transfers= \$75 Commercial Deed Transfers = \$165
NY State Transfer Tax:	\$4 per \$1,000 of price
NYS Equalization Fee:	\$75
Pick-up/Payoff Fee:	\$250-\$500
UCC-3 Filing Fee:	\$100
Misc. Condominium Charges:	Vary by building

■ TOWNHOUSES AND SINGLE-FAMILY HOMES.

Broker:	Typically 6%
Own Attorney:	Consult your attorney
NYC Transfer Tax:	Residential: Up to \$500,000 = 1%; \$500,000+ = 1.425% Commercial: Up to \$500,000 = 1.425%; \$500,000+ = 2.625%
Admin. Fee:	Non-Deed Transfers (i.e., Co-Ops) = \$50 Residential Deed Transfers= \$75 Commercial Deed Transfers = \$165
NY State Transfer Tax:	\$4 per \$1,000 of price
NYS Equalization Fee:	\$75
Miscellaneous Title Fees:	\$200-\$500
Payoff Fee to Title Closer:	\$100-\$300



