

Listing FAQs, Tips, and Guidelines

Thank you for your order!
My name is Dan Demers and I will be hosting your listing.
I'm looking forward to working together.

Please read the following checklist, Frequently Asked Questions, and listing guidelines carefully for maximum clarity throughout your selling experience.

MLS Listing Checklist

Getting Started:

- _____ Property Information Form - *Online / Attached Separately*
- _____ Sign and Return Listing Forms (2) - *Online / Attached Separately*
- _____ Provide at least one property photo - *Photo instructions included here*

When Listing Is Posted:

- _____ A confirmation e-mail will be sent when the listing is posted.
Review listing .pdf flyer to ensure that all information is correct.
Request any necessary corrections or updates using the online forms at <http://www.mlsbydan.com/maintain-an-mls-listing.html>.
- _____ Like my Facebook Page at <http://www.facebook.com/SellYourHomeServices> to receive a featured Facebook post of your listing.

When An Offer Has Been Accepted:

- _____ Complete the online Accepted Offer form at <http://www.mlsbydan.com/accepted-offer.html> within 24 hours.

After a Successful Closing:

- _____ Complete the online Sold Property form at <http://www.mlsbydan.com/update-sold.html> within 24 hours.
- _____ E-mail me a copy of the HUD-1 Settlement Form within 24 hours.
- _____ Kindly consider providing a written testimonial of your experience, and referring your friends. About 25% of my listings come from referrals from satisfied customers. I appreciate you keeping me in mind!

Frequently Asked Questions

Do you provide forms / pricing advice / virtual tours / closing assistance?

Additional options include real estate forms, handling of escrow deposits, broker pricing opinion reports, and a professional showing scheduling service. You can browse all add-ons and enhancements at <http://www.mlsbydan.com/maintain-an-mls-listing.html>.

How will buyers contact me?

Your contact information will be displayed in the listing, with a message such as "Please contact seller directly for showings and inquiries at (123) 555-1234." Some partnering websites have a policy to list my information only. In order to ensure that buyers reach you directly regardless, your listing and contact information will also be added to our property directory at (877) 893-6566 ext. 8. Any buyers who call our office phone will be transferred automatically to you.

Why does my property information appear a certain way on (Realtor.com, etc.)? / I don't see my listing yet on (Realtor.com).

Partnering sites such as Realtor.com, Zillow, and Trulia will automatically pull your listing information from the Multiple Listing Service database. These sites refresh their listings every 24-48 hours. They each have their own formatting. As this process is automatic, I have very little control over their appearance and their schedule of refreshing information. What we can do is ensure that information entered in the database itself is correct and complete.

I want to sell the property on my own. Why do I have to sign a contract?

We understand and respect your goals to sell For Sale by Owner. It is never our intention to restrict you or "lock you in" to any contract. Our cancellation policy offers complete flexibility to the seller, accommodating a variety of selling strategies.

Because the MLS is a professional real estate database, real estate law and MLS policy require a listing agreement. We view the listing contract and disclosures as formalities designed to clarify the responsibilities of each party involved. We have structured them with the goals and flexibility of a for sale by owner seller.

How can I make a change / update / correction to my listing?

Please request all updates using the online forms at <http://www.mlsbydan.com/maintain-an-mls-listing.html>. Communication is kindly requested in writing to ensure accuracy and to comply with MLS regulations regarding written permission.

What if I don't know a piece of information about my property?

Feel free to enter Unknown if necessary. Much of the property information required on your form can be found in an online public record search. Some of it will populate automatically while I am

inputting your listing (especially property tax, parcel ID, zoning, etc.). In the case that the missing information cannot be found, I will reach back out to you to take further steps to complete all required fields.

What happens if a buyers agent brings a buyer?

Per MLS guidelines, we are required to list a commission offered to a buyers agent. This figure must be a concrete number (we cannot state “negotiable”), though even \$1 is technically acceptable. Once a buyers agent makes contact, this commission is not negotiable, though you are free to accept, reject, or counter any offer. It is worth noting that about 80% of buyers work with buyers agents, so we strongly recommend offering a competitive incentive for the best results.

Photo Tips

How to Provide Photos

- Upload photos to the online Property Information Form (not available for .pdf version).
- E-mail photos as attachments to djdemers1@gmail.com.

Photo Order

To specify a specific order for photos to appear on your listing, please include the order number in the file name (for example, 1.jpg, 2.jpg, 3.jpg).

File Sizes

Our online forms allow a maximum file size of 5MB. Photo files uploaded to the MLS will be compressed automatically - often to a size of 100 KB or smaller. I imagine this is to facilitate efficient file storage and file transfer on a database with thousands of listings. This does not imply low quality, but that the file size corresponds reasonably with the listing gallery size.

There is no particular advantage to taking photos on a very high quality camera setting (which can produce file sizes as high as 12 MB). These large file sizes can cause e-mail delays, and long waits for uploading and downloading.

Best Practices

- When taking photos specifically for your listing, consider adjusting your camera settings to “VGA” mode, which produces images sized for e-mailing. (This is not ideal if you plan to print images on high quality flyers or publications).

- Note that a smartphone camera provides more than enough quality for the image sizes allowed on the database. When e-mailing from most smartphones, you will be given the option to send full-sized image files, or smaller files which use less data.
- If your file sizes are very large, consider a free program such as Fotosizer (www.fotosizer.com) to reduce image file sizes before attempting to upload.
- Consider sharing files through www.wetransfer.com or www.dropbox.com as an alternative to e-mailing large attachments.

Signing and Returning Documents

Listing Forms

Please note that it is not our intention to restrict you or “lock you in” to any contract. We view the listing contract and disclosures as formalities required by law, designed to clarify the responsibilities of each party involved. We aim to keep language straight-forward and avoid legal jargon when possible. By the nature of this service, you are free to pursue a new marketing strategy including switching to a full service Realtor at any time.

- Please ensure that all legal owners of the property sign the documents.

Completing Forms - Online Version (fastest and easiest)

Our online forms are the fastest and easiest way to set up your MLS listing. You will receive a link to these forms upon placing your order. Online forms can be completed in 15-20 minutes, and can be signed electronically within your web browser. Instructions will be included for each step.

Completing Forms - Electronic Signature Option (using Adobe Reader .pdf)

- As an alternative to our online forms, you have the option to download a .pdf version of the form.
- Listing form .pdfs are most compatible with Adobe Reader .pdf software, available for free download at <http://get.adobe.com/reader/>. These forms are generally not compatible with most other .pdf readers, tablets, and smartphones.
- For forms that require signatures, an electronic signature option is provided for your convenience. This allows you to complete the forms without the need for printing, scanning, etc.
- Click in the signature box and follow the instructions that pop up to complete your electronic signature. For further information, you may find this video useful: <http://tv.adobe.com/watch/acrobat-x/how-to-digitally-sign-a-document-with-adobe-reader/>

- Click File->Save As to save the completed form. E-mail the saved form as an attachment to djdemers1@gmail.com.

Returning Forms - Ink Signature Option

- To return forms after providing an ink signature, please scan or photograph the forms and e-mail them to djdemers1@gmail.com, or fax to (877) 893-6566.
- A smartphone camera offers sufficient quality to double as a scanner. You can use the phone's built-in camera, or may find an app like GeniusScan useful for cropping and e-mailing a .pdf file of your scanned documents.