

This course is designed to guide you through research and preparation for your first and every listing appointment. You will learn steps to create a professional listing presentation marketing yourself as the perfect agent match.

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You Scheduled a Listing Appointment, What's Next?

You want to secure the listing and show the seller you know your market, how to get their home sold, and that you are the best agent for the job.

The first thing you will want to do is take a drive past the property and take a photo of the home's front exterior. This can be useful when customizing the presentation report for your customer. It can also be used as the initial photo required when entering a listing. Note: you will want to make sure that the photo is free from any agent, broker, or company branding or signage.



Recommendations for Front Exterior Photo:

- Photo should be free of agent, broker, or company branding/signage.
- Landscaping should be clear of overgrowth and/or debris.
- Yard should be clear of toys, bicycles, or anything other than what is part of the landscaping.
- Ensure the photo is in focus and illustrates the entire front portion of the property.

Public Records Databases




As a member of Stellar MLS, you have access to two public records databases. Realist and iMapp are two products that are provided to you as part of your subscription. Using these two products when preparing for your listing appointment will allow you to verify ownership, gather historical tax information, current tax information, and any additional property details that may be beneficial for you. These reports can be pulled prior to your listing appointment. They will assist you in your presentation and demonstrate your proficiency, organization, and knowledge of your market.

Realist

Realist is one of the public records tools included with your MLS subscription. Through Realist you can:

- Research any property in Florida (all 67 counties).
- Find owner information, property characteristics, FEMA data, valuation trends, deeds and other public record filings, comparable tax and MLS sales, demographics and more
- Develop focused farming/marketing lists.
- Create highly targeted mailing lists and print labels.

Ways to access Realist

- Stellar Central Workspace
- Tax Tab in Matrix
- Tax ID hyperlink within a listing
- Realist icon on the listing 
- Matrix 360 Property Report

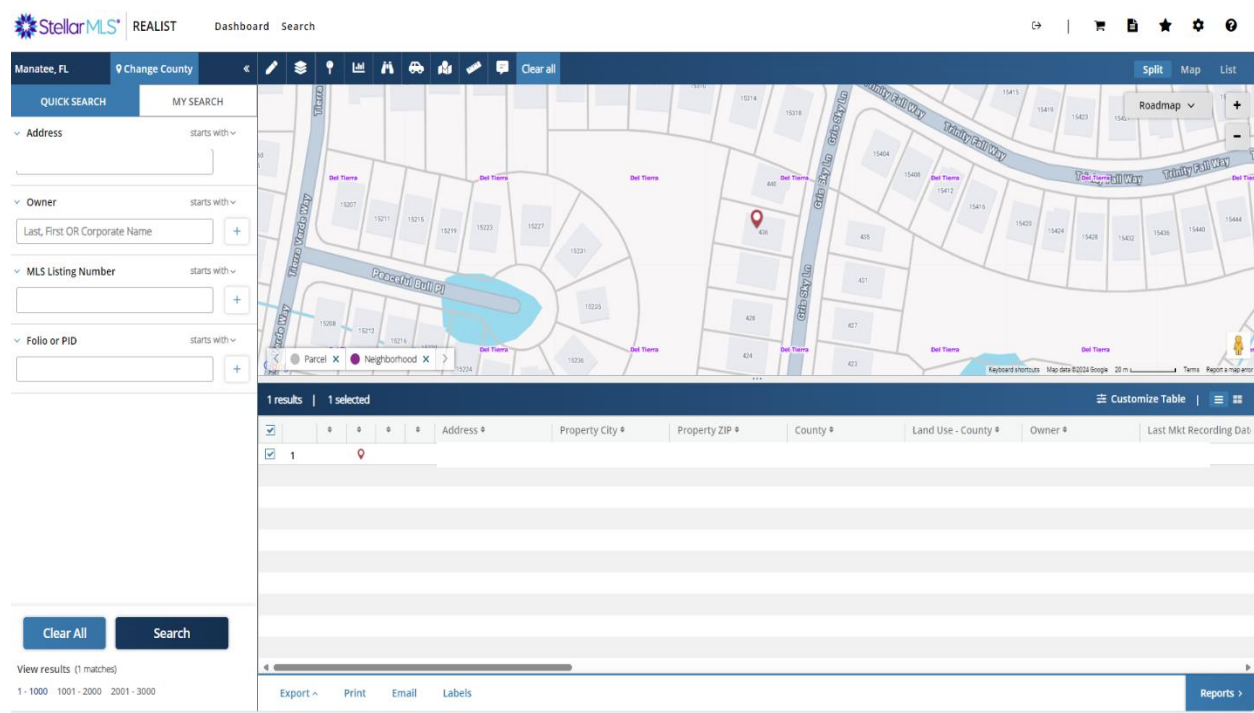
Realist can be accessed on any device and is mobile responsive.

Realist can be used for many different reports. We will highlight two reports that can be beneficial to you when preparing for a listing appointment.

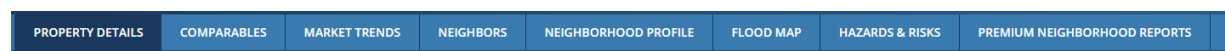
For this session – open Realist and in the upper right corner locate the box that says Search by address.



Type in your own address or another address you may know. You will notice as you type in an address, suggestions will pop up below. Select the address you are wanting to search. The next page will look like the below image. Select the address from the results section, then select reports in the lower right corner.



The next page will provide you with a number of different reports. To include: Property Details, Comparables, Market Trends, Neighbors, Neighborhood Profile, Flood Map, Hazards & Risks (pay to obtain), and Premium Neighborhood Reports (these are separate reports that you will need to pay to obtain). We will focus on the Property Details and Market Trends.



Property Details – here you will find the owners information, community insights, location information, tax information, characteristics, features, rental trends, listing information, sales history, mortgage history, and property map. This report can be printed or emailed to your customer if requested.

Market Trends – will provide some statistical information on the Market Overview. For example, you will be able to see local market information to include number of closed sales, median sale price, the number of active listings, median days on the market, the average sale price per square foot, and the average sale to original sale price ratio. This will be helpful information in gaining insight into the surrounding market; thus creating more productive conversations with your customer during a listing appointment.


iMapp

iMapp is a comprehensive tax database containing Tax Appraiser information, Clerk of Courts records (including deeds), flood maps, comps from tax records, market statistics and neighborhood demographics.

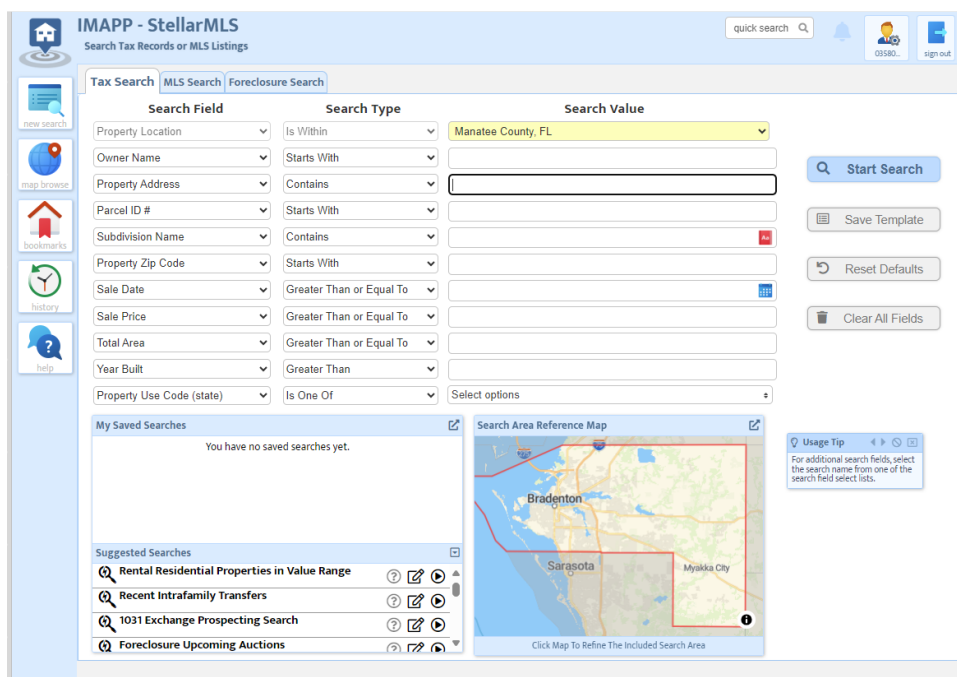
iMapp includes all properties in Florida, regardless of whether or not they have been listed in the MLS or if they are in Stellar MLS's coverage area.

Ways to Access iMapp

Stellar MLS subscribers can access iMapp through the following ways:

- Directly through a Matrix listing by clicking the iMapp  icon on the Agent Single Line display or on top of a listing report. This takes you directly to a property report for an individual listing.
- Through the single sign-on on Stellar Central under the Product & Services page
- In Matrix under the Tax Tab
- Matrix Home Page External Links Widget
- In Matrix under the Links Tab

For this session, open iMapp. Under the Tax Search, the top field reads: Property Location, enter the county where the property is located. Then type in your address or another address you may know (you only need to type in the house number and street name).

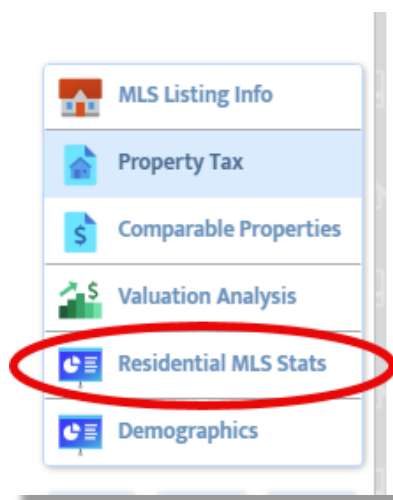


The image shows the IMAPP - StellarMLS search interface. It features a top navigation bar with 'IMAPP - StellarMLS' and 'Search Tax Records or MLS Listings'. Below this is a search bar with 'quick search' and a magnifying glass icon. The main search area is divided into three tabs: 'Tax Search', 'MLS Search', and 'Foreclosure Search'. The 'MLS Search' tab is active. The search fields are organized into three columns: 'Search Field', 'Search Type', and 'Search Value'. The 'Search Field' column includes dropdowns for 'Property Location', 'Owner Name', 'Property Address', 'Parcel ID #', 'Subdivision Name', 'Property Zip Code', 'Sale Date', 'Sale Price', 'Total Area', 'Year Built', and 'Property Use Code (state)'. The 'Search Type' column includes dropdowns for 'Is Within', 'Starts With', 'Contains', 'Greater Than or Equal To', and 'Is One Of'. The 'Search Value' column includes a dropdown for 'Manatee County, FL' and several text input fields. To the right of the search fields are buttons for 'Start Search', 'Save Template', 'Reset Defaults', and 'Clear All Fields'. Below the search fields is a section for 'My Saved Searches' with a message 'You have no saved searches yet.' and a 'Suggested Searches' list with items like 'Rental Residential Properties in Value Range', 'Recent Intrafamily Transfers', '1031 Exchange Prospecting Search', and 'Foreclosure Upcoming Auctions'. To the right of the suggested searches is a 'Search Area Reference Map' showing a map of the Bradenton area with a red box indicating the search area. A 'Usage Tip' box is also present on the right side of the map.

Then select Start Search.

What opens is the Property Detail Report. In this report you will find the Property Information on the left hand side of the page, Value Information, Sales Information, Building Information, City Interactions, Assigned Schools, and Flood Zone Details.

On the right hand side of the page you will see Residential MLS Stats. Click this button.



Underneath the chart/graph that is illustrated in the center of the screen, you will find four different tabs. These tabs represent the various reports that can be pulled from IMapp. We recommend using the All

Sales report. This report will illustrate MLS Sold Listings vs. Non-MLS sold listings data. This report will outline the importance of using a real estate professional.

Documents

Have your documents ready and completed with as much information as you can prior to the appointment. Finish completing the needed information with the seller.

- Listing Agreement
- MLS Data Entry Form
- Net Proceeds Sheet
- Any Disclosures or attachments that you will need for the listing
 - (*Sellers Disclosure, HOA/Condo Disclosure, Lead Paint, Surveys, etc.*)

Ensure that all documents have been completed and signed by the seller prior to leaving the appointment.

Property Photos:

Property photos are a necessity for marketing and one photo is required to activate a listing in the MLS. Whether you take the photos yourself or use a professional photographer, work with the seller and advise of anything that can assist in making the home photo ready. You will need at least one photo (front-facing property with no signage) to activate your listing. You can add your professional photos later if needed.

The Listing:

To enter and activate your listing in the MLS you will need to complete the Adding and Editing Listings course and have the completed and seller-signed MLS data entry form and a minimum of one photo.

- Enter the listing information into the MLS (using the MLS Data entry form)
- Attach one (or more) photos and attachments
- Submit and activate your listing
- You can come back later to edit, add more photos, and attachments if needed
- Use the share link and share your listing to your social media or webpages

****A listing appointment preparation checklist is on the next page as a resource***

Listing Appointment Preparation Checklist

- ☐ **Drive by the property and take a front photo**
 - This can be used to customize the presentation report for your customer
 - It can also be used as the initial photo to enter the listing
- ☐ **Pull a tax record report on the property address**
 - Verify the ownership
 - Gather tax information and additional property details
- ☐ **Create your listing presentation**
 - Create a property report presentation using Matrix or another CMA product, etc.
 - Proofread and ensure the presentation is customer ready
- ☐ **Prepare Documents for the appointment**
 - Listing Agreement
 - MLS Data Entry Form
 - Net Proceeds sheet
 - Any disclosures/attachments that may apply
 - *Sellers disclosure, HOA/Condo disclosure, Lead Paint, etc.*
- ☐ **Have all documents completed and signed by the seller before leaving**
 - Verify if your broker needs to sign any of the documents
 - All signed documents will be required to enter the listing into the MLS
- ☐ **Take Property Photos (OPTIONAL)**
 - Do a walk-through with the seller and advise of what may help to prepare property for photo readiness.
 - If you are taking photos yourself, ensure the house is photo ready and take the pictures for the listing (use grid lines on your camera if possible to help with alignment)
 - If you are using a photographer, schedule a time that works for the seller and ensure the home is photo ready when the photographer arrives