

WHY LIST?

Why should a seller list their house when they can just put it up on the internet by themselves?

by Natalie Danielson



A seller has the option to sell with or without a real estate agent. Today, with the world of the Internet, sellers may see a marketing opportunity that may seem to outweigh the services of a real estate agent. Here are 12 specific reasons and benefits to listing a home with a real estate agent in today's market. These may help in your listing presentation.

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A Washington State Approved for Real Estate Clock Hour Education under R.C.W. 18.85. School/sponsor S1353



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Why does a Seller List with You...

When they can choose instead to put their home on the internet themselves?

Curriculum

Session Hours	Major Topics	Method of Presentation
1 1 hour	Marketing Learn the most powerful marketing tool Negotiation Understand the importance of the responsibility to negotiate for sellers Objections Identify ways that real estate agents handle objections Contracts Know the importance of the contracts in a transaction	Lecture Discussion
2 1 hour	Security Identify security issues to discuss with sellers Motivation Learn that sellers motivation for selling can be confidential Price Identify the importance price plays in marketing a product Education Identify the education we take for granted when we speak with sellers	Lecture Discussion
3 1 hour	Disclosure Know that people do hesitate to disclose and learn to discuss this issue Compensation Be aware when talking to FSBO's that we don't get paid until they sell Fair Housing Know the federal and state protected classes Agency Identify how the agency laws list the duties of an agent.	Lecture Discussion

Why does a Seller List with You...

When they can choose instead to put their home on the internet themselves?

Too often in the real estate industry we hear owners of properties complaining about the huge sum of money they must agree to pay in the form of commission to a real estate agent to market their property. They see the Internet as an incredible tool to bring prospective buyers from all over the world to their doorstep to see their home for sale. In the past the real estate industry had a firm grasp on the list of all the properties for sale in an MLS. A consumer had to work with an agent to get access and information on properties. But, today, there are web sites all claiming to have lists of homes for sale. So, why should a homeowner list a property with an agent and pay the commission? This is a question that most agents face across the dining room table when discussing listing a home for sale. Here are the answers.

But a seller should get the most money possible for their property. The most effective way to accomplish that objective and make the property available to the largest audience is to list the property with a knowledgeable real estate agent who has all the skills and tools necessary. The powerful tools and expertise available in the real estate industry are most often not visible to the sellers. They don't really understand about marketing and representation.

Sometimes we forget what we are getting paid for as a real estate agent. Is it to put the sign out front or sign the listing agreement? Is it to advertise? What are we getting paid for?

When at a listing presentation I used these we reasons why a seller should list in different forms to explain why they will get the most money possible and the best representation from a real estate agent.

Course Objectives

As a result of taking this course the real estate agent shall be able to:

- Learn to identify the 12 major reasons a property owner lists a home for sale with an agent.
- Know the importance of the job of a listing agent.
- Know what a seller will expect from a real estate agent when listing their home for sale.
- Discuss the advantages of listing a property with an agent instead of selling "by owner."

1. Marketing



There is usually no more effective way to market a property than through the multiple listing service. No organization or advertising program for any amount of money can accomplish what the multiple listing associations can do for sellers today. As a member of the multiple listing service the seller is hiring hundreds and maybe thousands of sales representatives for their property.

Each multiple is governed and managed differently, but the agents pay their share to belong. The Northwest Multiple Listing Association is **owned by the member brokers**. It is currently only available to member agents and real estate offices. It is the largest, but not the only MLS in Washington State.

Real estate listing information from MLS' have been released to the consumer. The Northwest MLS makes the database available to the consumers on the Internet. The consumer has the ability to search for properties and location, as well as price.

The market for a seller is really the real estate agents. Almost every buyer at one time or another seeks the aid of a real estate professional, regardless of whether or not they plan to purchase from an owner directly. The MLS information, the one major data base is still in the hands and control of the real estate agents and still is the most powerful marketing tool.

Currently, only properties listed by a real estate broker can be listed in the MLS. The power of that database is so difficult to explain to the sellers when they see all the websites flash in front of them on the web. Most people that search the web look for instant gratification... they stay on a site for less than a minute. But, the MLS in one location has far and away most of the properties available in the area it services. No website or homes for sale magazine can compete with the MLS.

Show the sellers the power of the MLS. Show them right there on the computer how their house could get lost like a needle in a haystack if they throw it out into the internet themselves.

2. Negotiation

Negotiating an agreement to sell a property is most effective with an experienced third party. Either the owner will indicate too much eagerness to sell or the buyer too much eagerness to buy. Putting the buyers and sellers together directly can put one in a less than desirable strategic position. It's like going to a foreign market dickering for the right price for a straw hat. Did you really get a good deal or did the seller turn around with glee at taking advantage of a tourist? Personality clashes are all too common between buyers and sellers.

Picture a buyer and a seller sitting across the table.. the seller says, "I am selling my house for \$200,000." The buyer counters, "I'll offer you \$190,000." The seller says, "I want \$200,000." The buyer repeats, "I will offer you \$190,000." Ok.. who gives in?

If the seller sticks to his asking price, and the buyer sticks to her offer the property will not sell. Someone... or both... have to give. It is the same for all negotiations. But, add emotion, tension, unrealistic values, time frames, etc. and the negotiation gets more complicated.

Two sets of buyers and sellers that dislike each other can cause increased **tension** during negotiations.

Sometimes Sellers can give away **too much money** when negotiating with a prospective buyer.

A real estate professional negotiates only on the basis of a signed contract and with the strictest **loyalty** to their client.

3. Objections

The owner often has some **emotional** attachment to the property and may take offense at the remarks made by the buyers.

Real estate professionals know that sometimes buyer's objections aren't exactly as they seem. Buyer's objections can lead to information that may be critical to the sale.

A buyer can object to the colors in the house, the landscaping or the kitchen appliances, which have no real bearing on the actual property being sold.

Real estate agents are trained to handle the **objections** by asking questions to discover the root and the direction if they are interested in looking at another property.

4. Contracts

Hope is a universal factor with buyers and sellers. The requirements of a lender and a contract cannot be wished away. Buyers and sellers on their own often assume too many things when they negotiate. Verbal agreements are not legally binding, however there is security in a valid contract. All real estate contracts must be in writing according to the Statute of Frauds.

Real estate agents have been trained in contract law issues. Real estate agents can only fill in preprinted contracts that were prepared by an **attorney**. A real estate professional is well versed in the terms and agreements in a contract. They are "held up to the standards of an attorney" when writing a real estate contract. **A real estate agent cannot fill out contracts for FSBOS unless they are part of the transaction or they could be dealing in the "unauthorized practice of law."** Don't fill out the contracts for your neighbor or a friend as a "favor."

In the past properties were sold with the most minimum of paperwork. Today, even, in small towns throughout the state forms that are over a decade old are still in use. But, the majority of transactions occur with at least a minimum of 25 pages of forms.

The forms can include, but are not limited to:

- The purchase and sale agreement (approx 5 pages)
- The finance addendum
- The inspection addendum
- Contingency (if applicable)
- Lead paint Disclosure
- Sellers property information disclosure form
- Agency agreement

5. Security

A prospective buyer may badger the seller with frequent, possibly **unscheduled visits**. He may also ask questions that the seller isn't able to answer. He may not even be a potential buyer.

"For sale by owner" is inviting just about any complete stranger into their home at any time. When that would be inconceivable just a week prior to putting the property up for sale. Your possessions, security and safety of the family are in jeopardy when inviting strangers inside the front door. Explain this to sellers when you are discussing the sale of their home!

Professional real estate agents pre qualify buyers and get personal information prior to taking them into the homes that are for sale. Agents have access to a property via an agreement and usually a key box system available only through the multiple listing services. Often these key box systems are coded when activated to keep a log of agents that enter the property. In addition, most real estate agents are very careful to have prospective buyers **prequalified** or preapproved for a mortgage loan prior to showing properties.

Though security is always an issue with sellers, buyers and real estate agents, steps can be taken to minimize the risk to all. Tell sellers to pack. Start packing today.. start with the top of the desk in the den and the top drawer in the dresser in the master bedroom...hmmm. What could be there that could cause a security problem for them?

6. Motivation

The owner can actually create objections to the sale by saying too much! Isn't that true? Haven't you heard sellers start talking to buyers? Owners want to move for a variety of reasons and sometimes they simply no longer like the neighborhood for no specific or tangible reason that is a material fact affecting a buyer.

The reason the seller is moving may not be critical information to the buyer. If the seller is in a financial bind or desperate situation, getting a divorce, or his health is failing, the seller has just as much right to get as much money for his property as a seller who is just moving to a larger home. In this case, the buyer does not need to know the reason for selling. The listing agent is the agent of the seller and owes certain responsibilities to them. The buyer could use that information to pressure the seller into taking a lower offer.

A buyer's agent is usually fishing when asking about motivation. The buyer's agent usually wants to know **"how low can I go"** when making the offer with the buyers.

If the reason the seller is selling would have an effect on the buyers decision to purchase then that information must be disclosed. For example, if the seller had information about a pending rezone of the adjacent land, a planned widening of the street, or an environmental hazard then the motivation for moving must be disclosed.

7. Price

Real estate professionals must quote only the **listed price of the home**. A "for sale by owner" seller might quote different prices depending on his mood, the weather, or the personality of his prospect. It's hard to imagine when we are dealing with properties that have a listed price in the MLS, isn't it? The pressure to sell can work unfavorably when a seller cannot defend the asking price.

Real estate professionals are trained to research the current market conditions and advise sellers as to the market value of their property. Agents have up to date technology and advanced communications and network equipment to aid in research that is unavailable to the owners of property.

It is important that the listing agent see that **the seller get the most money possible for their property** and yet encourage pricing that will keep the property in a competitive range of value.

8. Education

Real estate professionals are in an industry that is constantly and rapidly changing. In order to keep up with the demands and the industry knowledge, agents are required to take continuing education in the real estate field. In Washington State, agents have to **take 30 clockhours of continuing education**.

Even agents are surprised at the changes that they face each month. Changes that can affect the consumer can include:

- Contracts and forms
- Disclosure
- Laws including Agency, License, Disclosure
- Marketing trends

9. Disclosure

Both buyers and sellers are afraid that the other party may be hiding something!

It is possible that one or the other may not be totally honest in his representations. Even when this is not the case, the suspicions of either party can be a difficult barrier. The law states that there can be no misrepresentations and real estate agents must abide by it and bring to light any concerns about items of consequence in the transaction. All facts that have an impact on the transaction must be disclosed.

The largest source of lawsuits against real estate brokers is in the area of **misrepresentation**. About 70% of all lawsuits against brokers are some form of misrepresentation.

Sellers are afraid to disclose information because they think it will make the property worth less to a buyer. But, they are not usually considering that the cost for a buyer to discover a hidden defect is far greater than the added value the seller may have received.

The property information disclosure form is a law that pertains to all sellers of residential property. It is **RCW 64.04 and is not a part of license law**. It is between the sellers and the buyers. It affects even FSBO's. **Not every material defect is listed on the form.**

What does a seller have to disclose. Basically, the seller has to disclose anything that would affect:

- A buyer's decision to buy, or
- How much a buyer would pay for the property.

Material Facts as defined in the Law of Agency

Under the Law of Agency there are three categories of material fact. A material fact is information which:

1. Substantially and adversely affects the value of the property.
2. Substantially adversely affects a party's ability to perform its obligations in a real estate transaction.
3. Operates to materially impair or defeat the purpose of the transaction.

If the information would affect the buyer's decision to buy, or how much they would pay, then it must be disclosed to the buyer. The same goes for the seller. Disclosure of information that would affect a seller's decision, must be disclosed.

However, the Law of Agency states that certain acts, occurrences or prior uses of the property which do not adversely affect the physical condition or title to the property are not material facts for this law. This means that negative stigmas associated with a particular piece of property may not be considered material facts that the agent is required to disclose.

“The fact or the suspicion
that the property, or any neighboring property
is or was the site

of a murder, suicide or other death,
rape or other sex crime,
assault or other violent crime,
robbery or burglary,
illegal drug activity,
gang-related activity,
political or religious activity, or
other act, occurrence or use
not adversely affecting
the physical condition of or
the title to the property
is not a material fact.”

This is the Law of Agency. This definition is NOT in the Seller’s Disclosure Law. If you are in the position whereby the seller does not want to disclose a negative stigma that is attached to the property from a ghost to a death to a rash of burglaries then your next step is to evaluate the company position with the Broker and/or the company attorney.

Real estate buyers have taken sellers and brokers to court across the country for misrepresentation issues that focus on problems that are not directly related to the structure of the property. For example, buyers have sued for damages due to a ghost, barking dog, sex offender in area, and crack house in neighborhood.

If a seller wants to keep something secret from the buyer and the buyer subsequently finds out the secret then a lawsuit could follow. The decision to keep a negative stigma secret should not be made by an agent or encouraged by an agent.

10. Compensation

Real estate agents belong to one of the largest groups of licensed professionals.

In order to be an agent or broker in a real estate transaction for another, a license is required by Washington State Law. Compensation, most often it based on a successful sale. The real estate agent and company invest money for marketing to sell the property whether the property actually sells and the transaction closes.

Many sellers see what they perceive as a large number as the commission. But, they seldom know where those dollars go when they move away. The average real estate agent does not make the money that the sellers perceive. Tell the sellers how the commission is divided up.

The most valuable item a real estate agent has to protect and defend is their reputation. The only thing they have to sell is their service. They only get repeat business with successful dealings with clients. It is in their best interest to see that all parties are dealt with fairly.

11. Fair Housing

Real estate agents must be knowledgeable of the laws that govern fair housing. There are local, state and federal laws that govern conduct and advertising.

These laws, especially in Washington State, **do not exempt the single family owner**. It is important that these laws are not violated. **Sellers cannot ask and real estate agents cannot answer questions about prospects if those questions have to do with a protected class.** Protected classes... not minorities... everyone falls under these classes.... The seller and the agent cannot show a LIMITATION, PREFERENCE, DISPARATE TREATMENT, or DISCRIMINATION toward anyone due to a protected class.

The seven protected classes in the federal statute include race, color, religion, sex, national origin, familiar status, and handicap. Washington State just added Sexual Orientation as a protected class. Other state and local jurisdictions have other protected classes including political ideology, sexual orientation, military discharge, matriculation and personal appearance and Section 8. **AIDS is a protected class** under handicap. **Sexual orientation**, marital status and political ideology are protected classes in Seattle.

Sellers need to be reminded to choose the PAPER and not the PEOPLE when selling the property. The buyers are protected under the laws from being discriminated against. There is no occupancy standard in the country. But, if a **seller or landlord limits the number of people so as to restrict families it could be violating the fair housing laws**. A good rule of thumb is 2 people per bedroom.

By following the fair housing guidelines, housing is made available to more people that in the past may not have had the same opportunities.

12. Agency

When a seller lists their home for sale with an agent, they are employing that agent to represent them.

In January 1997 Washington State passed the Law of Agency. It provides a statute that describes the duties of a licensee generally, as well as, the duties the agent owes to the client. When a seller lists their home the agent must not violate these specific duties.

The seller is to receive a copy of the Law of Agency before signing the listing agreement with the agent.

When was the last time you read the Law of Agency?

General Duties of a Licensee

“Regardless of whether the licensee is an agent, a licensee owes to all parties to whom the licensee renders real estate brokerage services the following duties, which may not be waived:”

1. “To exercise reasonable care and skill.”

The real estate licensee must protect the interests of the consumer and be held to a standard of care in the industry.

2. “To deal honestly and in good faith.”

The real estate licensee must at all times be truthful and consider the interest of the consumer.

3. “To present all written offers, written notices and other written communications to and from either party in a timely manner, regardless of whether the property is subject to an existing sale or the buyer is already a party to an existing contract.”

It is important to note that if you have a listing that is sold pending; you must still present other offers. The seller cannot sign two agreements, of course, unless one is a back up or subject to the failure of the first offer. The real estate licensee has the responsibility to provide the seller with any other offers or written communication.

4. “To disclose all exiting material facts known by the licensee and not apparent or readily ascertainable to a party; provided that this subsection shall not be construed to imply any duty to investigate matters the licensee has not agreed to investigate.”

Note the definition of material facts in the Law of Agency.

5. “To account in a timely manner for all money received from or on behalf of either party.”

The real estate licensee must be accountable for any consumer money. It can be in the form of earnest money or promissory notes, for example. There are times the agent has in their possession an earnest money check and forgets to either forgets to deposit it in the trust account or does not return it to the buyer if the transaction is not signed round.

6. "To provide a pamphlet on the law of real estate agency in the form prescribed in section 13 of this act to all parties to whom the licensee renders real estate brokerage services before the party;

1. Signs an agency agreement with the licensee
2. Signs an offer handled by the licensee
3. Consents to dual agency; or
4. Waives any rights"

Every real estate purchaser, seller, landlord, and tenant should receive a copy of that pamphlet when working with a real estate licensee. The party could receive many pamphlets if they are working with more than one licensee.

7. "To disclose in writing to all parties to whom the licensee renders real estate brokerage services, before the party signs an offer in a real estate transaction handled by the licensee, whether the licensee represents the buyer, the seller, both or neither party. The disclosure shall be set forth in a separate paragraph entitled 'Agency Disclosure' in the agreement between the buyer and seller in a separate writing entitled 'Agency Disclosure.'"

The following duty owed by a licensee generally can be agreed to otherwise.

"Unless otherwise agreed, a licensee owes no duty to conduct an independent investigation of the property or to conduct an independent investigation of either party's financial condition, and owes no duty to independently verify the accuracy or completeness of any statement made by either party or by any source reasonably believed by the licensee to be reliable."

It is important to remember that ignorance as an agent will never "save" you in a court.

Duties of a Seller's Agent

- A. To be loyal to the seller by taking no action that is adverse or detrimental to the seller's interest in a transaction.
- B. To timely disclose to the seller any conflicts of interest.
- C. To advise the seller to seek expert advice on matters relating to the transaction that are beyond the agent's expertise.
- D. Not to disclose any confidential information from or about the seller, except under subpoena or court order, even after termination of the agency relationship.
- E. Unless otherwise agreed in writing after the seller's agent has complied with section 3(1)(f), to make a good faith and continuous effort to find a buyer for the property; except that seller's agent shall not be obligated to seek additional offers to purchase the property while the property is subject to an existing contract for sale.
- F. A seller's agent may show alternative properties not owned by the seller to prospective buyers and may list competing properties for sale without breaching any duty to the seller.

This is an old article but I think it is still interesting today. Natalie

Capitalize on FSBOs

Why these sellers need a Web-savvy agent more than ever

By Bernice Ross

Inman News Features

Many real estate experts thought the Internet would result in more people being able to successfully sell their home for-sale-by-owner style. Despite the lowest interest rates in 30 years and one of the hottest sellers' markets in history, the number of FSBOs who ultimately list their house with an agent has increased from 76 percent to 80 percent, according to a study released by the California Association of Realtors for January, 2001. Inman News Features reports that ForSalebyOwner.com experienced a 7 percent decline in traffic during the month of June alone. When the real estate market shifts from a sellers' market to a buyers' market, these numbers will probably be even higher. There are a number of reasons for this trend.

A primary reason people list their homes for-sale-by-owner is to save the commission. Marketing research has repeatedly demonstrated that maximum exposure produces maximum sales price. With more than 50 percent of all buyers now using the Web as a pivotal part of their search process, FSBOs will have even less opportunity for buyers to find their listings. In the past, newspaper ads would produce a fair number of calls on most FSBOs. Today, a three-line ad in the local newspaper has little chance of competing with a full blown 360-degree tour. As a result, the FSBO now has an even smaller pool of buyers with whom to work. This translates into less exposure and lower purchase prices. Furthermore, given that most buyers who look for FSBOs automatically deduct 6 percent from the sales price, the FSBO can often net less than if they had listed with an agent.

The second factor creating a challenge for FSBOs is the "needle-in-the-haystack" nature of the Web. There are millions of Web sites including the hundreds of thousands of real estate Web sites posted by individual agents. Without home page optimization, meta tags, and a host of other branding strategies to achieve high Web placement, the probability of the Web buyer finding the FSBO's single listing on the Web is virtually non-existent.

A third problem for FSBOs is that people who surf the Web usually are seeking instant gratification. In fact, most visitors only will visit a Web site once and stay for approximately 60 seconds. If the FSBO has no strategy for capturing the lead's contact information or for immediately following-up, the lead moves on to the next Web site. Instant gratification also translates into producing the highest number of potential houses to see in the shortest amount of time. Consequently, buyers will search those sites that have the greatest number of potential listings. The latest statistics from Realtor.com show that they have 4.5 million Web visitors per month. With the advent of Interned Data Exchange (IDX) and Virtual Office Web sites (VOWs), a buyer can see all listings in a given service area at a single stop on the Web—how do they normally choose which Web site to visit when the buyer is searching using IDX or VOWS? Usually through name brand recognition or from the broker who has the most signs in their area. This need for

instant gratification works directly against the FSBO who only has one listing to offer a potential visitor.

There are a number of companies who will post the FSBO's listing to the MLS. This gives the FSBO exposure when the MLS has an IDX arrangement with its members or when one of the Internet real estate companies uses VOWs. The fallacy here is the mistaken belief that posting a listing to the MLS automatically translates into a closed sale. What these sellers fail to realize is even more Internet buyers use agents than do traditional buyers. As a result, while their listing may be posted on the MLS, the agents who are working with Web buyers won't show it. Consequently, advertising on the MLS does little to successfully market their home to the Web buyer.

An additional challenge for Internet FSBO companies is how to find them. I recently received an e-mail from the owner of one of these companies and searched his company's Web placement on Google.com by typing in "For Sale by Owner." His site did not come up on the first 50 listings I searched. Thus, even if I was listed with his company, it would take a very motivated Web visitor to search through all those FSBO listings to find the right one for me. My Google search also turned up another interesting fact—Homegain and Zip Realty, online brokerages who do take listings at reduced fees, showed up in the first two positions. Both these companies display all the MLS listings in the areas they service. As a result, the FSBO is now buried not only among a host of "FSBO companies," they are also usually buried in a sea of listings. Consequently, instant gratification and the "needle-in-the-haystack" nature of the Web works against not only these sellers, but against the FSBO companies as well.

Another issue FSBOs must face is that most Internet buyers are reluctant to provide contact information to a stranger, especially during the search process. Instead, buyers identify homes they want to see and then normally contact a single agent who can show them all the homes they want to see—not just one home.

Finally, FSBOs usually do the best in a seller's market where there is a shortage of inventory. Given that the percentage of FSBOs who ultimately list with a broker is increasing during one of the strongest sellers' markets in history, it seems safe to assume that an even greater percentage of FSBOs will ultimately list their properties with agents when the market conditions shift to a buyers' market.

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Why Should a Seller List?

1. The most powerful marketing tool used to sell residential real estate is _____.
2. The Northwest Multiple listing Association is owned by _____.
3. A seller that does NOT want to list with an agent can / cannot list in the MLS.
4. When negotiating an offer, the listing agent has loyalty to the _____.
5. A buyer and seller negotiating can often create _____.
6. Sellers alone can often give away too _____ when negotiating with prospective buyers.
7. Sellers can often have _____ attachment to the property.
8. Sellers can sometimes take _____ when buyers state objections.
9. Real estate agents are trained to deal with _____.
10. All real estate contracts must be in writing according to the _____.
11. _____ is a universal factor with all buyers and sellers.
12. Agents by law can fill in pre printed contracts that were prepared by an _____.
13. An agent can / cannot fill out contract for a FSBO if they are not part of the transaction.
14. A FSBO usually opens their house to just anyone who knocks on the door. Yes / No
15. FSBO's can often be badgered by prospective _____.
16. Most agents have their prospective buyers _____ by a lender prior to showing
17. If it is not a material fact, the _____ of the sellers can be kept confidential.
18. A buyer's agent usually wants to know "how _____ can I go" when asking motivation.
19. The owner can often create _____ -to the sale by saying too much.
20. A real estate agent can only quote the _____ price of the house.

21. A FSBO sometimes changes the _____ depending on the buyer and the weather.
22. It is important that the seller get the _____ money possible for their property.
23. For a FSBO the pressure to sell can work _____ when negotiating a price.
24. A real estate agent has a responsibility to research the market _____ of the home.
25. It is a federal law that real estate agents have to take 30 hours of continuing education. T/F
26. If information would affect a buyer's decision to buy it should be disclosed. T / F
27. The largest source of lawsuits against brokers is in the area of _____.
28. Advertising is the most common violation of license laws. T / F
29. The Property Information Form includes everything a seller could disclose. T / F
30. The Property Information Law does / does not affect FSBO's.
31. The Property Information Law is section 4 of Real estate License Law. T / F
32. An estate is exempt from the property information disclosure law. T / F
33. Real estate agents typically get paid commission... when? _____.
34. A seller can ask and an agent can answer about the race of the prospects. T / F
35. You MUST disclose if the seller has aids when you are the listing agent. T / F
36. Sexual orientation is a protected class in Seattle. T / F
37. An occupancy standard that says a family with two children is too large for a 2 bedroom house would most likely violate the laws. T / F
38. A single homeseller is exempt and can discriminate against buyers in Washington State. T / F
39. The Law of Agency is a federal law T/ F
40. The seller agrees to dual agency in the listing agreement. T / F

Why Should a Seller List?

Mandatory Evaluation

Did you read the material in the booklet on this date? **YES / NO**
 Did you complete the quiz for the course and use answer sheet? YES / NO
 Did you Enclose a check for \$30 for 3 clockhours with this paperwork? YES / NO
 Did you fill out and sign this form? YES / NO

Why did you choose to take this course? Topic? Time? Cost? Ease? Other?
 A "clock hour" according to the state is 50 minutes.. So this 3 hour class should take in the area of 2.5 hours. How long did it take you to complete the course? _____
 Comments?

	No			Yes	
Will the material you learned improve your performance?	1	2	3	4	5
Were the course materials easy to follow?	1	2	3	4	5
Were the course materials relevant to your profession?	1	2	3	4	5
Were your objectives met by attending the class?	1	2	3	4	5

Was the course material interesting?
 What are 3 things that you learned from the course?
 1.
 2.
 3.

Would you take another correspondence course from Professional Direction? Yes/ No Why?

Print Name _____ Signature _____

Company _____ Address _____

City _____ WA Zip _____ phone _____

Name of Class _____ Date Completed _____ Renewal Date _____

Thanks for taking this class!
 Natalie Danielson

Professional Direction
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