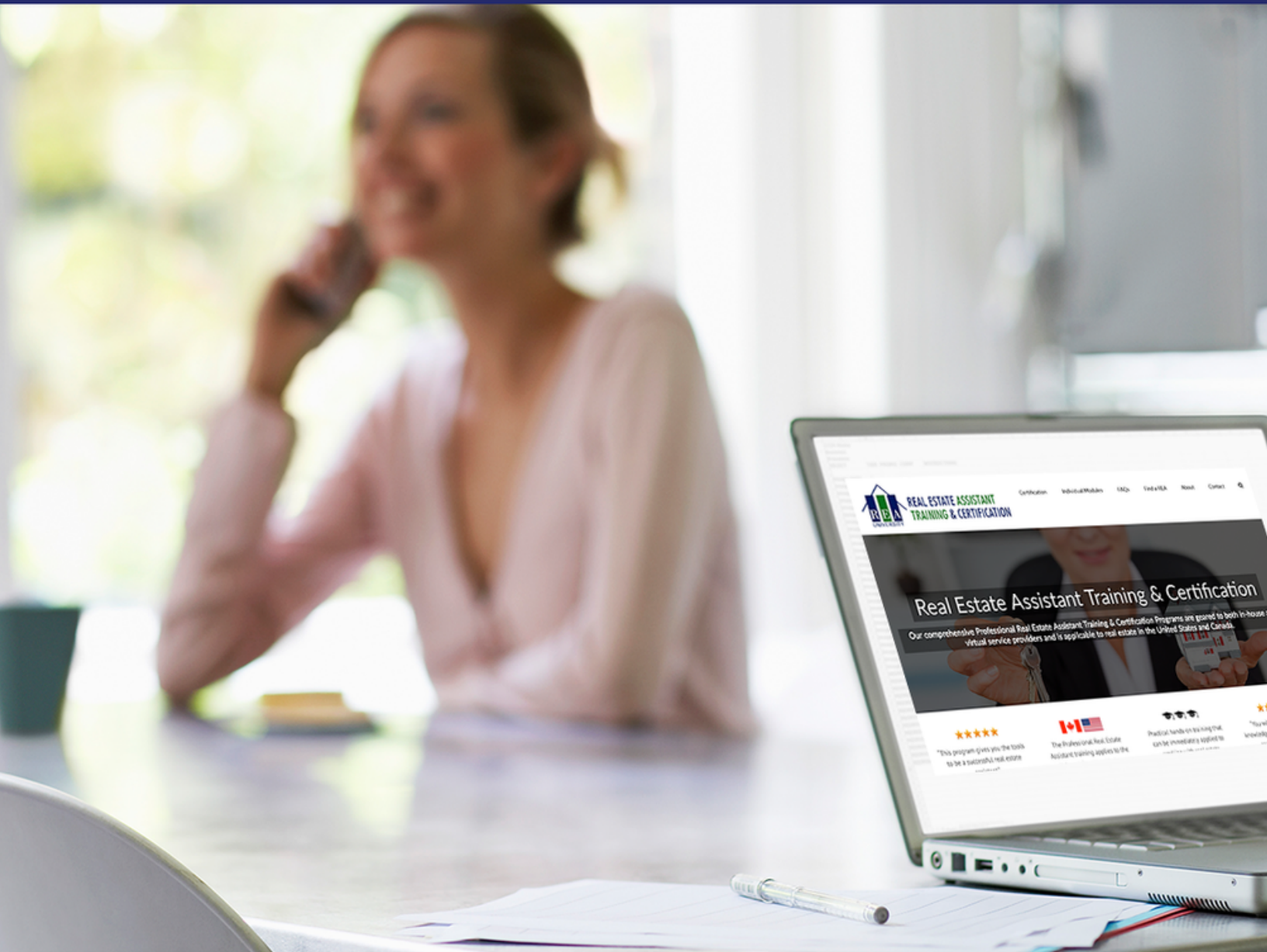


# What does a **REAL ESTATE ASSISTANT** *DO?*



**Out of 184 common activities from pre-listing to close, find out how many an assistant performs**



I started my career as a real estate assistant back in 2001. It was the time when the Internet was coming into its own in real estate and transforming the way the industry was conducted.

My first client was an extremely successful local commercial broker who generously took me under her wing and “showed me the ropes” of effective real estate assistance. While commercial real estate can be quite different from residential in terms of clients, the support aspect is very similar, and her patience and knowledge helped me to become a stand-out in the industry.

After gaining some experience and knowledge of the industry (my only exposure prior to this was buying and selling my own homes – but I had a great interest in the real estate world), I started to take on residential real estate clients as a virtual real estate assistant and quickly found my passion in the listing coordination and marketing areas of the business.

During this time, I also happened across a certification program promising to allow students to learn every aspect of real estate assistance from pre-listing to the close of a transaction. I immediately jumped in and, being an avid student, finished the self-paced program in a couple of weeks. I found that there were areas of that training that could use some clarity and expansion and

offered my suggestions to the two women who created the program. Immediately, I was offered a directorship in their real estate assistant association and went to work updating and expanding the program. Fast-forward a couple of years and I found myself the proud owner of that revamped and rejuvenated training program.

That is how REA University was founded, a home for prospective and experienced real estate assistants, looking to learn and upgrade their skills in this exciting industry.

For several years now, REA University has been the catalyst for literally hundreds of people, both men and women, to follow their passion for real estate and support top-producing agents and brokers across North America, whether it be as an in-house assistant or virtually.

I’m extremely proud of the institution we have become and invite you to explore the possibility of becoming a professional real estate assistant yourself. You can find all the details of the program at [www.reauniversity.com](http://www.reauniversity.com).

Feel free to send me any questions that may come up for you to [pam@reauniversity.com](mailto:pam@reauniversity.com). I’m happy to help!

Supporting your success,  
Pam Ivey, REA University





Real Estate Professionals perform numerous tasks to ensure that the home buying process goes smoothly for their real estate professionals. This list was originally prepared by the Orlando Area Association of REALTORS®. The National Association of REALTORS® (NAR) presented it to Congress to demonstrate all the tasks that real estate professionals must do to close a single transaction.

On the following pages, all tasks highlighted in blue are items that a real estate assistant can to support their real estate professional.



# 1

## PRE-LISTING ACTIVITIES

# *Before a seller hires a real estate agent*

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1. Make appointment with seller for listing presentation.
2. Send a written or email confirmation of appointment and call to confirm.
3. Review appointment questions.
4. Research all comparable currently listed properties.
5. Research sales activity for the past 18 months from the MLS and public databases.
6. Research "average days on market" for properties similar in type, price and location.
7. Download and review property tax roll information.
8. Prepare "comparative market analysis" (CMA) to establish market value.
9. Obtain a copy of subdivision plat/complex layout.
10. Research property's ownership and deed type.
11. Research property's public record information for lot size and dimensions.
12. Verify legal description.
13. Research property's land use coding and deed restrictions.
14. Research property's current use and zoning.
15. Verify legal names of owner(s) in county's public property records.
16. Prepare listing presentation package with above materials.





# 1

## PRE-LISTING ACTIVITIES

# *Before a seller hires a real estate agent*

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17. Perform exterior "curb appeal assessment" of subject property.
18. Compile and assemble formal file on property.
19. Confirm current public schools and explain their impact on market value.
20. Review listing appointment checklist to ensure completion of all steps.



## LISTING APPOINTMENT PRESENTATION

# 2 *Meeting with sellers to win them as clients*

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21. Give seller an overview of current market conditions and projections.
22. Review agent and company credentials and accomplishments.
23. Present company's profile and position or "niche" in the marketplace.
24. Present CMA results, including comparables, solds, current listings and expireds.
25. Offer pricing strategy based on professional judgement and interpretation of current market conditions.
26. Discuss goals to market effectively.
27. Explain market power and benefits of multiple listing service.
28. Explain market power of web marketing, IDX and Realtor.com.
29. Explain the work the brokerage and agent do "behind the scenes" and agent's availability on weekends.
30. Explain agent's role in screening qualified buyers to protect against curiosity seekers.
31. Present and discuss strategic master marketing plan.
32. Explain different agency relationships and determine seller's preference.
33. Review all clauses in listing contract and obtain seller's signature.



## AFTER LISTING AGREEMENT IS SIGNED

# 3 *We've gained a new seller client!*

---

34. Review current title information.
35. Measure overall and heated square footage.
36. Measure interior room sizes.
37. Confirm lot size via owner's copy of certified survey, if available.
38. Note any and all unrecorded property lines, agreements and easements.
39. Obtain house plans, if applicable and available.
40. Review house plans, make copy.
41. Order plat map for retention in property's listing file.
42. Prepare showing instructions for buyers' agents and agree on showing time window with seller.
43. Obtain current mortgage loan(s) information: companies and account numbers.
44. Verify current loan information with lender(s).
45. Check assumability of loan(s) and any special requirements.
46. Discuss possible buyer financing alternatives and options with seller.
47. Review current appraisal, if available.
48. Identify Home Owner Association manager, if applicable.
49. Verify Home Owner Association fees with manager--mandatory or optional and current annual fee.



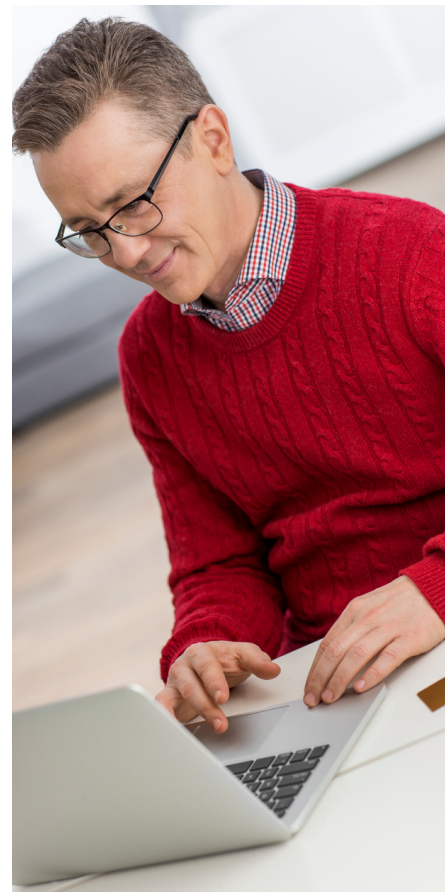


## AFTER LISTING AGREEMENT IS SIGNED

# 3 *We've gained a new seller client!*

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50. Order copy of Home Owner Association bylaws, if applicable.
51. Research electricity availability and supplier's name and phone number.
52. Calculate average utility usage from last 12 months of bills.
53. Research and verify city sewer/septic tank system.
54. Calculate average water system fees or rates from last 12 months of bills.
55. Or confirm well status, depth and output from Well Report.
56. Research/verify natural gas availability, supplier's name and phone number.
57. Verify security system, terms of service and whether owned or leased.
58. Verify if seller has transferable Termite Bond.
59. Ascertain need for lead-based paint disclosure.
60. Prepare detailed list of property amenities and assess market impact.
61. Prepare detailed list of property's "Inclusions & Conveyances with Sale".
62. Compile list of completed repairs and maintenance items.
63. Send "Vacancy Checklist" to seller if property is vacant.
64. Explain benefits of Home Owner Warranty to seller.
65. Assist sellers with completion and submission of Home Owner Warranty application.



## AFTER LISTING AGREEMENT IS SIGNED

# 3 *We've gained a new seller client!*

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66. When received, place Home Owner Warranty in property file for conveyance at time of sale.
67. Have extra key made for lockbox.
68. Verify if property has rental units involved. And, if so:
69. Make copies of all leases for retention in listing file.
70. Verify all rents and deposits.
71. Inform tenants of listing and discuss how showings will be handled.
72. Arrange for yard sign installation.
73. Assist seller with completion of Sellers' Disclosure form.
74. Complete "new listing checklist".
75. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability.
76. Review results of Interior Decor Assessment and suggest changes to shorten time on market.
77. Load listing into transaction management software program.



## AFTER LISTING AGREEMENT IS SIGNED

# 3 *We've gained a new seller client!*

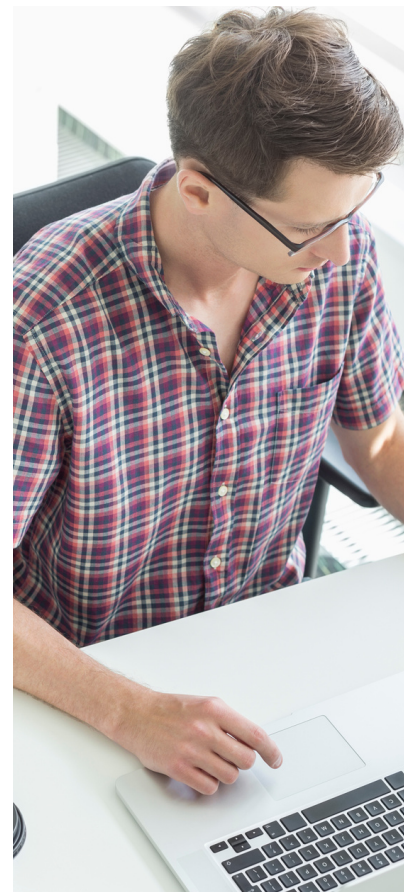
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### **Entering property in MLS database:**

78. Prepare MLS Profile Sheet - agent is responsible for "quality control" and accuracy of listing data.
79. Enter property data from Profile Sheet into MLS system.
80. Proofread MLS database listing for accuracy, including proper placement in mapping function.
81. Add property to company's Active Listings list.
82. Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form within 48 hours.
83. Take additional photos for upload into MLS and for use in flyers. Discuss efficacy of panoramic photography.

### **Marketing the listing:**

84. Create print and internet ads with sellers' input.
85. Coordinate showings with owners, tenants and other real estate professionals. Return all calls--weekends included.
86. Install electronic lock box if authorized by owner. Program with agreed-upon showing time windows.
87. Prepare mailing and contact list.
88. Generate mail-merge letters to contacts.
89. Order "Just Listed" labels and reports.





## AFTER LISTING AGREEMENT IS SIGNED

# 3 *We've gained a new seller client!*

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90. Prepare property flyers.
91. Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability.
92. Prepare property marketing brochures for seller's review.
93. Arrange for printing or copying of supply of marketing flyers or brochures.
94. Place marketing brochures in all company agent mailboxes.
95. Upload listing to company and agent internet sites, if applicable.
96. Mail "Just Listed" notice to all neighborhood residents.
97. Advise Network Referral Program of listing.
98. Provide marketing data to buyers from international relocation networks.
99. Provide marketing data to buyers coming from referral network.
100. Provide "Special Feature" cards for marketing, if applicable.
101. Submit ads to company's participating Internet real estate site.
102. Convey price changes promptly to all. internet groups.
103. Reprint/supply property brochures promptly as needed.
104. Review and update loan information in MLS as required.
105. Send feedback emails to buyers' agents after showings.



## AFTER LISTING AGREEMENT IS SIGNED

# 3 *We've gained a new seller client!*

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106. Review weekly Market Study.

107. Discuss feedback from showing agents with seller to determine if changes will accelerate the sale.

108. Place regular weekly update calls to seller to discuss marketing and pricing.

109. Promptly enter price changes in MLS listings database and all applicable internet sites.

The offer and contract:

110. Receive and review all Offer to Purchase contracts submitted by buyers or buyers' agents.

111. Evaluate offer(s) and prepare "net sheet" on each for owner to compare.

112. Counsel seller on offers. Explain merits and weakness of each component of each offer.

113. Contact buyers' agents to review buyer's qualifications and discuss offer.

114. Fax/deliver Seller's Disclosure to buyer's agent or buyer upon request and prior to offer if possible.

115. Confirm buyer is pre-qualified by calling loan officer.

116. Obtain pre-qualification letter on buyer from loan officer.

117. Negotiate all offers on seller's behalf, setting time limit for loan approval and closing date.



## MOVING TOWARD COMPLETION OF SALE

# 4 *We've got a signed contract!*

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118. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
119. Email or fax copies of contract and all addendums to closing attorney or title company.
120. When Offer-to-Purchase contract is accepted and signed by seller, deliver to buyer's agent.
121. Record and promptly deposit buyer's earnest money into escrow account.
122. Disseminate "Under-Contract Showing Restrictions" as seller requests.
123. Deliver copies of fully signed Offer to Purchase contract to seller.
124. Fax/email/deliver copies of Offer to Purchase contract to buying agent.
125. Fax/email/deliver copies of Offer to Purchase contract to lender.
126. Provide copies of Offer to Purchase contract for office file.
127. Advise seller in handling additional offers to purchase submitted between contract and closing.
128. Change MLS status to "Sale Pending".
129. Update transaction management program to show "Sale Pending".
130. Review buyer's credit report results--advise seller of worst- and best-case scenarios.





# 4

## AFTER LISTING AGREEMENT IS SIGNED

### *We've got a signed contract!*

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131. Provide credit report information to seller if property to be seller-financed.
132. Assist buyer with obtaining financing and follow up, as necessary.
133. Coordinate with lender on discount points being locked in with dates.
134. Deliver unrecorded property information to buyer.
135. Order septic system inspection, if applicable.
136. Receive and review septic system inspection report and assess any impact on sale.
137. Deliver copy of septic system inspection report to lender and buyer.
138. Deliver well flow test report copies to lender, buyer and file.
139. Verify termite inspection ordered.
140. Verify mold inspection ordered, if applicable.

#### **Tracking the loan process:**

141. Confirm return of verifications of deposit and buyer's employment.
142. Follow loan processing through to the underwriter.
143. Add lender and other vendors to transaction management program so agents, buyer and seller can track progress of sale.
144. Contact lender weekly to ensure progress is on track.
145. Relay final approval of buyer's loan application to seller.



# 4 AFTER LISTING AGREEMENT IS SIGNED

## *We've got a signed contract!*

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### **Home Inspection:**

- 146. Coordinate buyer's professional home inspection with seller.
- 147. Review home inspector's report.
- 148. Enter completion of home inspection into transaction management tracking software program.
- 149. Explain seller's responsibilities with respect to loan limits and interpret any clauses in the contract.
- 150. Ensure seller's compliance with any home inspection clause requirements.
- 151. Recommend/assist seller with identifying and negotiating with trustworthy contractors for required repairs.
- 152. Negotiate payment and oversee completion of all required repairs on seller's behalf, if needed.

### **The appraisal:**

- 153. Schedule appraisal.
- 154. Provide comparable sales used in marketing pricing to appraiser.
- 155. Follow up on appraisal.
- 156. Enter completion of appraisal into transaction management software program.
- 157. Assist seller in questioning appraisal report if it seems too low.



# 4 AFTER LISTING AGREEMENT IS SIGNED

## *We've got a signed contract!*

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### **Closing preparations and duties:**

158. Ensure contract is signed by all parties.
159. Coordinate closing process with buyer's agent and lender.
160. Update closing forms and files.
161. Ensure all parties have all forms and information needed to close the sale.
162. Select location for closing.
163. Confirm closing date and time and notify all parties.
164. Assist in solving any title problems (boundary disputes, easements, etc.) or obtaining death certificates.
165. Work with buyer's agent in scheduling and conducting buyer's final walk-thru prior to closing.
166. Research all tax, HOA, utility and other applicable prorations.
167. Request final closing figures from closing agent (attorney or title company).
168. Receive and carefully review closing figures to ensure accuracy.
169. Forward verified closing figures to buyer's agent.
170. Request copy of closing documents from closing agent.
171. Confirm buyer and buyer's agent receive title insurance commitment.
172. Provide "Home Owners Warranty" for availability at closing.
173. Review all closing documents carefully for errors.





# 4 AFTER LISTING AGREEMENT IS SIGNED

## *We've got a signed contract!*

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174. Forward closing documents to absentee seller, as requested.

175. Review documents with closing agent (attorney).

176. Provide earnest money deposit from escrow account to closing agent.

177. Coordinate closing with seller's next purchase, resolving any time issues.

178. Have a "no surprises" closing so that seller receives a net proceeds check at closing.

179. Refer sellers to one of the best agents at their destination, if applicable.

180. Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.

181. Close out listing in transaction management program.

### **Following up after closing:**

182. Answer questions about filing claims with Home Owner Warranty company if requested.

183. Attempt to clarify and resolve any repair conflicts if buyer is dissatisfied.

184. Respond to any follow-up calls and provide any additional information required from office files.



## PROFESSIONAL REAL ESTATE ASSISTANT

*Exciting. Fast-paced.  
Rewarding.*

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*T*here are many other areas a professional real estate assistant can offer support, such as:

- Assistance your real estate professional with creating a memorable and profitable identity and brand
- Assisting with direct marketing, FSBOs, Expireds and Farm campaigns
- Helping the real estate professional gain more visibility and leads with social media management
- Managing your real estate professional's contacts, and helping them generate leads

At REA University, we provide training in all of these areas through our Professional Real Estate Assistant Certification program. Get all the details and register at [www.REAUniversity.com](http://www.REAUniversity.com).







## FROM OUR GRADUATES

"Being new to the real estate industry, I was looking for something that would not be intimidating and yet allow me to grasp the information at my own pace. This was an answer to my prayer and it EXCEEDED my expectations. Not only do I feel confident and more informed about the industry but I am excited! I no longer have the fear of starting my new career in my new industry! Thank you, Pam, for putting the vision onto paper and making my dream a reality. Now, I have a skill set that I can take anywhere!"

~ **Natasha Gibson, CPREA**



"Being brand new to the real estate world, this course was definitely helpful and informative about the rules, regulations, of a real estate assistant. The resources provided and the different assignments that were given also helped educate me and will allow me to assist the realtors even further. So, Thank You!!!"

~ **LaToya Grayson, CPREA**



"I'm working as an in house transaction coordinator and wanted a complete education experience to ensure I provided the best experience for my agents. The Professional Real Estate Assistant course enabled me to do that with a self paced, easy to access course. Pam is amazing and is very supportive. Thank you!"

~ **Bev Martin, CPREA, Keller Williams**



"This course gives you the tools to be a successful real estate assistant and the best part is, it applies to both the U.S. and Canadian markets. Assignments and exams are marked quickly and returned with helpful/supportive comments.

This program gives you the basics and then goes beyond to help you think outside the box as you support the real estate professional."

~ **Kelsey Robertson, CPREA**



# *Become a Certified Professional Real Estate Assistant (CPREA)*

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REA University's Professional Real Estate Assistant Certification program is a 10-module, self-study program that takes participants through the most comprehensive and informative training available today.

*FYI:* All modules are available on-demand, online, and can be taken at your convenience – making it possible to continue with your current job or other responsibilities.

**GET THE DETAILS & REGISTER NOW**







# MODULE GUIDE

**1** INTRODUCTION TO REAL ESTATE

**6** SOCIAL MEDIA FOR REAL ESTATE

**2** REAL ESTATE RISK MANAGEMENT

**7** LEAD GENERATION AND MANAGEMENT

**3** IDENTITY AND BRANDING FOR REAL ESTATE

**8** LISTING COORDINATION

**4** TECHNOLOGY FOR REAL ESTATE

**9** TRANSACTION MANAGEMENT

**5** DIRECT MARKETING, FSBOs, EXPIREDS & FARMS

**10** EMAIL MARKETING FOR REAL ESTATE



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