CLOSING MANAGEMENT – CORE SERVICES OVERVIEW

LEVELS OF LISTING MANAGEMENT

The purpose of Best Agent Business Listing Management Team is to provide our clients with superior Listing Management. Our goals for the Listing Team:

1. Work closely with clients to take over Listing work/tasks currently being managed by the Agent/In-House Assistant (IHA). This can be as little or as much as the client wishes.

2. Work with clients to create a wish list of services Listing Management can provide to the client in the future as budget permits and as the Listing Plan evolves.

3. Review the client's Listing Management procedures (referred to as an audit) and offer suggestions to maximize the client's Listing Management plan and return on investment.

4. Bring all marketing site Listings current.

5. Provide 1 business day turn-around for new listings/price changes/solds/photo changes. (Note: All times are Eastern based.)
   - Example - If Listing is sent in at 2:00 p.m. on Tuesday, it will be back to client (audit and all) by end of next business day or 5:00 p.m. Wednesday (pending all syndications processed in a timely manner).
   - Example - If Listing is sent in at 10:00 p.m. on Thursday, the Listing goes out Friday morning to Listing Management Assistant from our Listing InBox and is due back 5:00 p.m. Monday.

6. Most of our Listing Management Assistants/Listing Management Ishidos do work on weekends, so it is highly unlikely you will have to wait the weekend. Our Listing InBox is manned 7 days a week; however, that is the rule-of-thumb, so our expectations are clearly defined.

FLOW FROM INTERESTED TO WORK HAPPENING – LISTING MANAGEMENT

1. Kickoff documents filled out and returned by client.

2. Once Kickoff documents are received, the Kickoff call is scheduled. Your Key Assistant helps coordinate this call. This allows time to match work load, personality and Listing Management Assistant (LMA) we feel will best suit the client's needs.

   Note: The average Kickoff Process typically takes 10-15 hours and includes the time you spend completing forms, the Kickoff call, drafting the Listing Plan (50-100 pages) and processing the first 3 listings to create the final Listing Plan.

3. Once LMA has call with client, LMA sends post call summary with any items needed and a draft of your personalized Listing Plan* and Listing Grid**.

4. LMA will begin filling in and updating Listing plan once first listing is sent to Listings@bestagentbusiness.com.

5. You will receive confirmation the following business day that your work was completed, audited and by whom as well as a Listing Grid, depending on the work. This is typically only for new listings/price changes, but we can do whatever you like.

6. You can hand over more items over time – there is no limit to how large your Listing Plan can be. The average is 2-3 hours per new listing. We believe ALL agents Listing Plan should be more in the 5-hour range.

***Listing Plan:** is a comprehensive, step-by-step document of your listing process. It has screen shots, directions and a table of contents so that in the event your LMA is sick, on vacation, etc. anyone on the team can pick up and do your work. This becomes your property and you will receive a final draft to approve. It is important you review and provide feedback, or your process may take longer to work out. You must be invested from the beginning to ensure a smooth process is in place.

****Listing Grid:** is a 1-page doc you receive with every new listing/price change. It has a link to every site we post to on your behalf and is a great marketing tool for you to share with your sellers. These are customized based on your needs.

SERVICES & APPLICATIONS – LISTING MANAGEMENT TEAM

This list is never complete. We are always expanding what we can do and tackling our client's needs by building systems to make their lives easier. If you do not see something on this list or you are curious about a service, please email Listings@BestAgentBusiness.com and ask! Our Team is always glad to answer your questions.

- #1expert
- 800-IVR - any recording site
- Active Rain Listing posts
- Agent personal sites
- Backpage
- CMA
- Craigslist - including multiple repeat postings per week, ad renewals
- CRM
- Custom work – such as work flow charts for the agents in office to help everyone stay organized
- Facebook
- Instagram
- MLS Entry
- Oodle
- Olx
- Pinterest
- Postlets
- Realtor.com –including reports
- Re/Max, KW – brokerage specific sites
- Scheduling Photography/Staging/Appraisals
- Showings/Eshowings - any showing site
- Specialized agent activity reports
- Top Producer/Wise Agent/eEdge - all databases
- Training staff how to use programs
- Trulia/Trulia Premier - including reports
- Twitter
- Weekly Listing Activity reports from your Database so you can see activity
- Zillow/Zillow Premier - including reports

CLOSING MANAGEMENT – CORE SERVICES OVERVIEW

LEVELS OF CLOSING MANAGEMENT

The purpose of Best Agent Business Closing Management Team is to handle a range of closing activities for our clients. The following is a brief overview of the type of services we offer and tasks we cannot do. Our Closing Management Team objectives:

1. Work closely with clients to take over Closing work/tasks currently being managed by Agents/In-House Assistants (IHAs)/Transaction Coordinators. This can be as little or as much as the client wishes.

2. Work with clients to create a wish list of services Closing Management can provide to the client in the future as budget permits and as the Closing Plan evolves.

3. Review the client’s Closing Management procedures (referred to as an audit) and offer suggestions to maximize the client's Closing Management plan and return on investment.

4. Assess status of current Closings. Determine whether past closings need entered or any updates.

5. Provide 1 business day turn-around for new closing tasks. (Note: All times are Eastern based.)

    - Example - If a new Closing is sent at 2:00 p.m. on Tuesday, it will be entered or updated in applicable applications by end of next business day or 5:00 p.m. Wednesday.

    - Example - If Closing is sent at 10:00 p.m. on Thursday, the Closing will be entered or updated in applicable applications by end of next business day or 5:00 p.m. Monday.

6. Most Closing tasks are completed Monday through Friday but some of our Closing Management Assistants/Closing Management Ishidos do work on weekends, so it is possible you will not have to wait the weekend. This is the rule-of-thumb, so our expectations are clearly defined.

FLOW FROM INTERESTED TO WORK HAPPENING – CLOSING MANAGEMENT

1. Kickoff documents filled out and returned by client.

2. Once Kickoff documents are received, the Kickoff call is scheduled. Your Key Assistant helps coordinate this call. This allows time to match work load, personality and Closing Management Assistant (CMA) we feel will best suit the client’s needs.

Note: The average Kickoff Process typically takes 15-20 hours and includes the time you spend completing forms, the Kickoff call, drafting the Closing Plan (50-100 pages) and processing the first 3 closings to create the final Closing Plan.

3. Once CMA has call with client, CMA sends post call summary with any items needed and a draft of your personalized Closing Plan.

4. CMA will begin filling in and updating Closing plan once first new Closing is received.

5. On Fridays, you will receive a weekly Closing Report summarizing all Closing tasks completed that week. The amount of information your Closing Report contains can be tailored to your needs showing as brief or detailed of information as you prefer.

6. You can hand over more items over time – there is no limit to how large your Closing Plan can be. The average is 10 hours per new closing. We believe ALL agents Closing Plan should be more in the 15-hour range.

***Closing Plan:** is a comprehensive, step-by-step document of your closing process. It has screen shots, directions and a table of contents so in the event your CMA is sick, on vacation, etc. anyone on the team can pick up and do your work. This becomes your property and you will receive a final draft to approve. It is important you review and provide feedback, or your process may take longer to work out. You must be invested from the beginning to ensure a smooth process is in place.

SERVICES & APPLICATIONS – CLOSING MANAGEMENT TEAM

This list is never complete. We are always expanding what we can do and tackling our client's needs by building systems to make their lives easier. If you do not see something on this list or you are curious about a service, please email Closings@BestAgentBusiness.com and ask! Our Team is always glad to answer your questions.

1. **Weekly Closing Reports** – A weekly report is sent to you, based on information in your database. This involves very little time and is typically done for every Closing Management client.

2. **Tracking & Top Producer Tracking** - Closings are entered and maintained in your database. Weekly Closing Reports are sent and used to keep information accurate, contract codes are updated and maintained as needed.

3. **Closing Management** can involve any of the following tasks. It may also involve more than the tasks listed below.

- **Partial Closing Management** - Tracking plus a few of the closing tasks listed below. Partial Closing Management involves very little to no phone work and is mainly handled via email. Response time standard is 24 hrs.

- **Full Closing Management** - Tracking plus most or all tasks listed below. Phone calls will be necessary at times. A high level of availability and quick response time is important.

CLOSING TASKS

- Maintain Closing Database such as Top Producer, SkySlope, Dotloop, etc.
- Send introduction email to closing parties.
- Complete office paperwork for the closing.
- Document Maintenance.
- Important Date Reminders.
- Sending documents to closing parties.
- Sending reminders to closing parties.
- Scheduling closing activities such as the inspection and the closing itself.
- Get signatures for documents either via email or Docusign.
- Work hand in hand with closing parties to move the closing forward as needed.
- Handle urgent closing problems/issues as they arise.

APPLICATIONS

- Back Agent
- Brokermint
- Dot Loop
- Docusign
- Eppraisal
- Gmail
- Google Calendar
- Go Daddy
- HMS Warranty
- Home Light
- HUD Home Store
- HWA – Home Warranty of America
- Kunversion
- Landvoice
- MLS
- MLS-MRIS
- MRIS
- Outlook
- Pest Control Service – Pest Now
- Realvolve
- Reesio
- Sentrilock
- Sky Slope
- VHT
- Zip Form

ITEMS CLOSING MANAGEMENT ASSISTANTS (CMAs) CANNOT HANDLE FOR CLIENTS

- **Closing Management Services:** We cannot provide Closing Management Services for clients who do not use a system to track closings. Top Producer is our most commonly used closing system. If you are not sure if your closing system will qualify, ask us. We're more than happy to work with you.

- **Negotiable Items:** This can be difficult to determine but will include any unresolved issue relevant to the contract. All such issues will be referred to the client. The Closing Management Assistant will relay information ABOUT negotiable items but CANNOT participate in any decisions relating to them.

- **Drafting Documents:** Closing Management Assistants should not draft addenda or amendments to contracts. This work, in most states, should only be done by a licensed attorney in the state in which the document is being drafted. It is acceptable for the Closing Management Assistant to fill in information that has been provided by the client, but not to draft any wording.