

## Multiple Listing Service (MLS) Printout Evaluation Form

I have represented many Sellers who had worked with one or more Real Estate agents who **did not or could not sell** their property. I am often able to sell “*previously listed/ marketed*” properties simply by *adjusting* the marketing to *increase* online **exposure** (views) and showings. It is *not* “rocket science”!

This “evaluation form” will help explain what I do (at least, part of it). Please review it and **call me** if you would like to discuss what I can and will do *for you*. I will provide you with a copy of your MLS printout(s) and discuss what I have done for other Sellers. I find that *most* Sellers have never seen their own MLS printout or they do not “see what I see”: I don’t know if they don’t know how important it is (it is your property’s resume!) or if some agents are too embarrassed to share “their work”.

I have sold hundreds of properties and reviewed *thousands* of MLS printouts. Most are just “average” (that might be acceptable if your property is “*average*”), some are outstanding (they make buyers want to see inside a property) **BUT many** are poorly designed. The “poor” ones frustrate me: they do **NOT accurately** show what a house/ property has to offer which could possibly **PREVENT** a “ready, willing and able Buyer” from finding what *may be* the right property for them in their “search results”. I see this too often when I work with buyers! The MLS is the **#1 way** that agents find houses to *show* their buyer-clients and, equally important, the MLS *syndicates* their information to the Internet for buyers to search. If the MLS information is *incorrect* **or** completely *missing*, the Internet will be just as *incorrect*. If buyers and their agents cannot *find your* property in their search results (think “Google search”), they may not know it is “For Sale” so **they probably won’t buy it**. The *easy* answer for listing agents when showings or offers are lacking is to suggest a *price reduction*! You should **NOT** pay for/ subsidize *their* poor performance. Real Estate is **NOT** retail: it requires more!

Here are the critical *residential* questions. The answers are “**YES**” or “**NO**” (not “**MAYBE**!”):

- Did you see your MLS printout at the start of the marketing period?: **YES** or **NO**
- Did you request changes (if so, were they made quickly and shown to you)?: **YES** or **NO**
- Does your MLS printout have multiple photos (are you happy with them)?: **YES** or **NO**
- Are rooms shown accurately and measurements provided (this is a BIG deal!)? **YES** or **NO**
- If you have a Finished Basement, is it listed as a Family Room?: **YES** or **NO** or **N/A**
- If there is a yard, is it listed as a searchable feature?: **YES** or **NO**
- Are Bathroom locations noted (especially important for powder rooms)?: **YES** or **NO**
- Are all “searchable features” shown (missing features will reduce showings)?: **YES** or **NO**
- Does the “Remarks” section sell your house (many agents fail here)?: **YES** or **NO**
- If your house is on lockbox or vacant, does the printout show it?: **YES** (bad idea!) or **NO**

For *investment* or *multi-family* properties, add these two critical questions:

- Is complete “Financial Information” provided (this is a BIG deal)?: **YES** or **NO**
- Is complete “Unit Information” provided (rents, lease terms, etc.)?: **YES** or **NO**

**Please** take a few minutes to answer these questions **if** you have a copy of your printout. Errors in the MLS/ Internet can hurt you *financially*: stupid mistakes/ omissions, however unintentional, can keep your property on the market *longer* than necessary and cause you to reduce your asking price even though the price may not be an issue! *Stale* listings can scare buyers and agents who wonder if something is wrong with a house no one has purchased. If you are buying another property, how will any added time on the market affect your plans? **I will never suggest that you reduce your asking price unless I can prove that I have done my job!** If you would like to discuss what I can and will do for you, please call me at your earliest convenience. Thank you reading. I hope to hear from you.

**There is no time for inexperience, empty promises or false expectations!**

**HIRE WISELY: We are not “all the same”!**