

Multiple Listing Service (MLS) Printout Evaluation Form

I focus my efforts on working *for* sellers who have been unsuccessful with other Real Estate agents (many had *more than one*). I have been able to sell “*previously listed*” properties simply by *adjusting* the marketing to *increase* online **exposure** (views) and showings. It is *not* “rocket science”!

Please review this “evaluation form” and **call me** to discuss what I will do for you. I have found that *many* sellers never saw or asked for their own printout: they did not know how important it was (it is your property’s resume!). Perhaps their agent was too embarrassed to share it. I will provide you with a copy of your MLS printout(s), offer suggestions and discuss what I have done for other sellers.

I have reviewed *thousands* of MLS printouts. Most were just “average” (is your property “*average*?”), some were well done (buyers want to see the property) **BUT** *many* were poorly designed. The “poor” ones do **NOT** *accurately* describe or show what a house/ property has to offer which could **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* property information to the Internet for buyers to search. If the MLS information is *incorrect* **or** *missing*, the Internet will be just as bad. If buyers and agents cannot *find your* property in their search results (think “Google search”), they may not know it is “For Sale” so **they cannot buy it**. When activity is slow, the *easy* answer for agents is a price reduction! Your money should **NOT** *subsidize* an agent’s poor performance.

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 any changes (if so, were they made quickly and shown to you)?: **YES** or **NO**
- Does your MLS printout have multiple photos (and are you happy with them)?: **YES** or **NO**
- Are your photos properly labeled with a description?: **YES** or **NO**
- Were room measurements taken and listed (this is a BIG deal!): **YES** or **NO**
- If you have a Finished Basement, was it listed as a Family Room?: **YES** or **NO** or **N/A**
- If there is a yard (front, side and/ or rear), was it listed for searching?: **YES** or **NO** or **N/A**
- Were Bathroom locations noted (*especially* important for powder rooms)?: **YES** or **NO**
- Were all house “Features” shown (missing features will reduce activity)?: **YES** or **NO**
- Does the “Remarks” section sell your house (many agents fail here)?: **YES** or **NO**
- If your house is on lockbox, 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 and/ or online can hurt you *financially*: mistakes and omissions, even if 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” *scare* buyers who wonder what is wrong with a house. 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 justify lowering your proceeds!** If you would like to discuss what I would do for you, please **call me** at your earliest convenience.

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

HIRE WISELY: We are not all the same!