

McGrath

McGrath
Sales Checklists

APPRAISAL CHECKLIST

- Book appraisal – take down all relevant information from the potential vendor before getting off the phone
- Send confirmation email or text to potential client
- Enter property as an appraisal in Agentbox, ensuring you enter Prospective vendors details and assigning them as a contact
- Create an Agency Agreement through Agentbox
- Create a Pre-list Pitch Proposal if necessary
- Create Marketing Quote through Campaign Track
- Create Marketing Calendar
- Using RP Data or PriceFinder find comparable sales for the property. Remember: they must be within 3
 - 6 months, within a 5km radius and within the correct price range.
 - If estimate is a price range, then comps are to be 5% either of the estimate eg.
 - If estimate is a single figure, then must be 10% range from either side eg.
- Print Vendor ID checklist

AFTER MARKET APPRAISAL CHECKLIST

- Depending on the circumstances send the client an appraisal letter or create a full Sales Proposal through Pitch
- Once Agency Agreement is signed look over it and ensure it has the following filled out.
- Property address is filled out in full
- Vendors name is filled out
- Agents estimated selling price has been entered
- Agents recommended method of sale has been entered
- Instructions on what price to market the sale at has been filled
- Clause 1. Tick one option and include price
- Clause 3 is entered
- Clause 4 includes price
- Clause 18, 19, 20 are ticked and dated accordingly.
- Vendor signed and dated
- Agent signed and dated

Please note: The Agency Agreement cannot be altered after the vendor has signed.
Any changes to the Agency Agreement will need to be initialed by the vendor

AGENTBOX CHECKLIST

- Scan and save the following into Agentbox
 - Original signed Agency Agreement
 - Vendor ID/ Vendor ID Checklist/ Or ensure Clause 21 Vendor ID section is filled out in the agency
 - At least 3x comparable sales
 - Signed Marketing Quote

- Change status from pipeline to listing in Agentbox
A warning box will appear, enter:
 - Listing Price – as per Agency
 - Commission – as per Agency

Agent Box - Please save each Tab as you enter details into the system.

General Tab

- Tick Hidden Listing
- Enter Sale Method
- If Auction, enter Auction details
- If Auction, enter Auction details
- If Auction, enter Auction Booking request through Agentbox

For Sale Tab

- Enter Listing Date
- Enter Agency Expiry Date
- Enter search price (single figure)
- Enter Display Price
- Enter Quote Price (as on Agency Agreement)
- Enter water rates, council rates, strata rates (these will feed through to the weblink once the property goes live)
 - ✓ Call Council to get the council rates
 - ✓ Call the Strata company to get strata rates if a unit/townhouse
 - ✓ Check water rates at sydneywater.com.au

Features Tab

- Copy will be added by your Campaign Coordinator
- Enter Bed, Bath, Car details (TBC against floorplan)
- Enter land size, as per contract. – this will feed through once the property goes live
- Enter property features (confirm with agent)

OFI Tab

- Schedule Open Home times
- Schedule pre-auction Open home

Agents & Contacts Tab

- Add agent details as Listing and Appraisal Agent
- Enter Vendor details section – as per agency
- Enter Vendor Solicitor details section – as per agency
- Add conjunction agent details is applicable
- Add tenant details if applicable

Resources Tab

- The property photos and the floorplan will be uploaded by your CC (Campaign Coordinator). Please DON'T upload your own photos or floorplan

Documents section

This is the section you upload your agency, contract, CMA, vendor I.D, price variations etc.

- Enter comparables through the Resources – Appraisal tab, otherwise insert the CMA into the other documents section.
- Ensure the comparables are recent – no more than 3-6 months, and are within 10% price range and are a similar bed, bath, car
- Upload Contract
- Confirm address is entered correctly – as per title certificate and the section 10.7 (aka 149 certificate)
- Order building/strata report if agent requires.

LISTING LETTERS

Vendor Letter

- Go to the letter tab (in green)
- Create a listing letter

Collate Letters as follows and post/email

- Vendor listing letter
- Copy of signed Agency Agreement
- Copy of signed Marketing Quote

Example email to vendor:

Good Morning XXX

I hope this email finds you well.

Thank you for selecting McGrath to represent you in the sale of your property.

Please find attached a copy of your signed documents for your records with regards to the sale of your home, the abovementioned address. The attached updated marketing calendar is a great reference of the forthcoming events over the next few weeks for the sale of your home. I have also posted a hard copy of all documents attached for your reference, they should arrive over the next few days.

May I kindly request copies of your driver's licence and Medicare card as well as the most current water rates notice and council rates notice for your home within 48 hours for our records and compliance (a photo of each is sufficient).

The photo shoot, copywriting, and floor planning has been confirmed for XXX at XX which will be carried out at your home.

I will contact your nominated solicitor, XXX to provide a draft contract of sale at their earliest convenience.

Please do not hesitate to contact me should you have any questions, concerns or wish to discuss any of the above further.

Thank you and I look forward to working closely with the both of you over the next few weeks to achieve an excellent result for the sale of your home.

Kind Regards,

XXX

Vendor Solicitor Letter

- Create solicitor letter

Collate Letters as follows and email

- Vendor solicitor listing letter
- Copy of signed Agency Agreement

Example email to Vendor Solicitor

Good morning,

I hope that this email finds you well.

We have been instructed by our mutual clients XXX to market the above property by XXXX. Please find enclosed a copy of the agency agreement.

We confirm our client's urgent request that you prepare a sale contract with all required inclusions and forward the original and counterpart to our office as soon as possible. It is important to expedite the process to capitalise on current buyer enquiry and to formally commence the marketing program. We are anticipating that advertising will commence XXXXX and therefore kindly request that the contract be ready and available prior to this day; if there is to be a delay, could you kindly inform our office.

Please see below details of the listing agent for your quick reference:

Agent: XXXXXXXX
Mobile: XXXXXXXX
Email: XXXXXXXX

Agency: McGrath Estate Agents, XXX
Address: XXXXXXXX
Office Tel: XXXXXXXX
Office Fax: XXXXXXXX

Please do not hesitate to contact me if I can be of any further assistance. We look forward to hearing from you soon.

Kind Regards,

XXXXXX

MARKETING CHECKLIST – Prior to property going live on web

- Book SWAT – via your campaign coordinator
- Confirm marketing quote items are in campaign track with correct dates
- Seek approval from strata for sign board (where required)
- Once the photos, floorplans and copy has been received – forward link to agent for review.
- Create Artwork proofs in CT.
- Double check rates, land size, contact details, OFI times, auction times, buyer guide, bedrooms, bathrooms and parking is all correct
- Send them to the agent to approve. Get them to forward the proofs to the vendor for approval
- Sign off marketing in CT. Make sure that the dates that the artwork will be delivered are correct (Signboard install, brochures, editorials, McGrath Mag)
- Ask campaign coordinator to build weblink preview – check against vendor approved copy. Email to agent and vendor for approval
- Get approval from strata for sign board installation

CONTRACT CHECKLIST

Once you receive the contract from the vendor’s solicitor, check every page to ensure that it is complete. If there are any issues, contact the solicitor and have them amend the contract of sale.

Front Page

- Agent details are correct on the front page
- Vendor details are correct on the front page
- Vendor Solicitor details are correct on the front page
- Completion date is included on the front page
- Property address is correct on the front page
- Inclusions/exclusions are marked on the front page (if these have not been marked, as the solicitor to forward you an updated front page, including any inclusions/exclusions)

Inside the contract

- Page 2 choices have been marked
- List of documents that the contract contains has been marked and is correct
- Details of “holder of strata or community title)
- Strata details correct if applicable
- Annexure A “Guarantee” ie deed of guarantee performance of the obligations of the purchaser (if applicable)
- Requestions on title (if applicable)
- Warnings – smoke alarm/pool/loose-fill asbestos/cooling off rights/disputes/auctions etc
- Standard conditions included
- Conditions of sale by auction (if applicable)
- Any special conditions included (if applicable)

LISTING CHECKLIST

Please be advised, once a listing is approved in Agentbox it is the Campaign Coordinators responsibility to launch the listing to external portals such as REA and Domain and NOT the FOMs.

Overview

- Ensure that the Agency Agreement is filled out correctly.
- Get listing approved by FOM Request rental appraisal letter after photos have come back
- Email New Business Consultant photos and ask them to prepare you a rental appraisal letter
- Email CC to go live on web

Agency Agreement

Page 1:

- The complete, correct address has been entered on the agency agreement (identical to the address on the Title/ 10.7 Certificate including state and postcode)
- The full names of the vendors are included on the agency agreement (identical to the names on the Title/10.7 Certificate)
- Solicitor details are entered, or To Be Confirmed if details are not available at time of signing (TBA is not acceptable)
- If it is listed by a Consultant Agent, the corporation licence name and licence numbers are correct on the agency agreement. (if there are two Consultant Agents selling the property then both corporation licence details need to be present on the agreement, alternatively a conjunction agreement needs to be prepared between the two parties)
- The Corporation ABN is correct
- The Agents Estimated Selling Price must be entered.
- Agents recommended method of sale is entered
- Clause 1. The sale method has been ticked (i.e. auction, private treaty, expression of interest) if;
 - Private Treaty: Price guide is entered
 - Expression of Interest: Closing date and time are entered
 - Auction: Auction date in entered or To Be Confirmed (TBA is not acceptable)

Page 2:

- Clause 3. That the agents fee has been entered (inc GST) and accords with the Estimated Selling Price
- If the commission rate is below 1.65% GST inclusive email Sales Manager to let them know.
- Clause 4. That the selling fee figure is present and correct (if the Estimated Selling Price is a range then both the selling fee for the lowest and highest sale price been entered)

Page 3:

- Clause 16. Marketing fee is entered
- Signed, dated, and completed in full by the vendor/vendors and agent
- Clause 18. Is ticked and dated accordingly
- Clause 19. Is ticked and dated accordingly
- Clause 20. Is ticked and dated accordingly

Page 4:

- Clause 21. Proof of Identification is filled if there is no Vendor ID checklist filled out.
- Signed & dated by Agent
- Signed & dated by Vendor

MARKETING CHECKLIST – LIVE ON WEB

- First thing the day the property is going live – send the property live (email your campaign coordinator)
- Check web listing has gone live to all sites and notify the vendors
- That afternoon, check all signboards are installed and are plugged in (if applicable)
- Create OFI kit.
- Create Property information/cheat sheet and OFI comparables. (print and laminate this). – (see additional section in this manual)
- Monitor campaign items appear as per schedule (email from your campaign coordinator)
- Make any adjustments to marketing throughout the campaign
- Follow-up any outstanding marketing payments prior to auction, settlement, or withdrawal
- Process and cancellations/refunds – email your campaign coordinator
- Process any additional bookings - email your campaign coordinator
- Make any adjustments to marketing throughout the campaign
- Follow-up any outstanding marketing payments prior to auction, settlement, or withdrawal
- Process any cancellations/refunds – email your Campaign Coordinator
- Process any additional bookings - email your Campaign Coordinator

COMPLIANCE AUDIT CHECKLIST

Please see the below checklist for a guide of what should be uploaded to Agent Box on or before settlement. If you come across something not on the below list, it is a good idea to also upload for compliance purposes. Please ensure that upon settlement everything has been uploaded to the system.

Property Status: Listed (Approval Pending)

- The full property CMA
- Comparable sales printout
- Copies of rates (if applicable)
- Original signed agency agreement
- Vendor ID/Vendor ID Checklist
- Copy of listing letter sent to the vendor
- Copy correspondence with vendor's Solicitor
- Original Contract
- Original signed marketing quote
- Receipts for any marketing payments
- The approval from strata for sign board (where required)

Property Status: Listed

- Buyer enquires
- Copy of rental appraisal letter (if applicable)
- Copy of building/pest reports (if applicable)
- Copies of strata report (if applicable)
- Weekly Vendor Reports
- Any relevant correspondence between agent and vendor
- Any relevant correspondence between agent and solicitor
- Any Contract changes
- Any correspondence to contract holders
- If price is adjusted through campaign - copy of vendor signed variation of price letter
- Any offers received

Property Status: Auction (If applicable)

- Correspondence to/from solicitor RE auction contracts
- Copies of below documents:
 - Auction Bidding Records
 - Bidders Record Form
 - Bidder cards
 - Auction Summary from Auctions Department (pre-filled)
 - Filled in reserve letter
 - Copies uploaded to additional files in Agentbox
 - Originals sent to auction department
 - Authority to bid on someone's behalf (if applicable)
 - Signed Vendor Authority to Vary Deposit Terms (if applicable)

Property Status: Exchanged

- Signed Authority to exchange (if applicable)
- Copy of signed Contracts
- Copy of 66W (if applicable)
- Sale deposit
- Exchange Letters

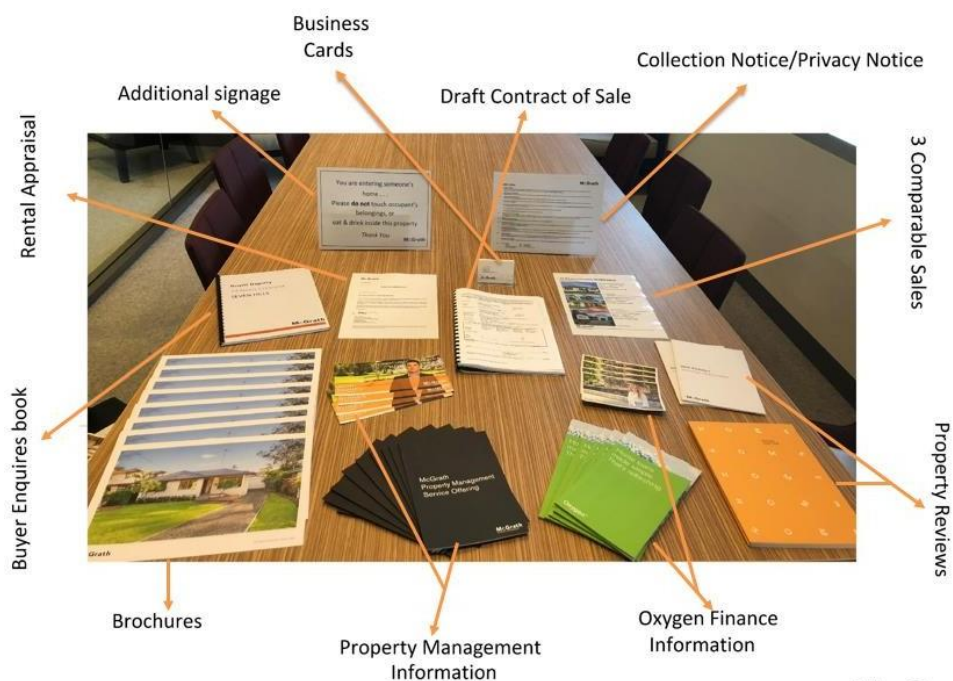
Property Status: Settled

- Vendor's filled out Information required for Settlement
- Purchaser's filled out Information required for Settlement
- Order on the agent
- Correspondence to settlements RE: settled listing
- Correspondence from settlements RE: disbursement of funds
- Statements from settlements
 - o Purchaser's Statement of Account
 - o Vendors Statement of Account
- Collection of Key form signed by purchaser upon collection of keys
- Record of price disclosed to any potential buyers (date, time, name, number, price guide)

OFI PACK CHECKLIST

Every agent has their own OFI pack that they like to use. Confirm with them what they like to include. The below list is just a guide.

- OFI Bag
- Tag for the bag with the property address
- Pen
- Property Keys and alarm codes
- Collection notice
- Office of Fair-trading document & COVID-19 Plan
- Stamp duty document
- Open Home Booklet to take names
- Large handful of brochures (to be checked for every open home)
- Comparable Sales – laminated, to be displayed
- 2x Draft contracts (bound with cover page)
- Property Questionnaire – laminated, one for each staff member to ensure consistency in info given
- Property Information sheet – laminated, to be displayed
- Before you Bid information – laminated
- Pest and building (only if the property has a report)
- Business card holders/business cards
- Open Home Flag
- A Frame / pointer board (if needed) – blue tac / sticky tape
- Open Home signs (if needed) e.g. garage access, pool area, toilet, remove shoes, ring buzzer, lift access
- Lollies or Mints
- Hand sanitizer/Wet Wipes (if needed)



McGrath

AUCTION PACK CHECKLIST

Every agent has their own auction pack that they like to use. Confirm with them what they like to include. The below list is just a guide.

- Auction flag, welcome board
- 'Registrations here' sign
- Auction conditions
- Collection notice
- Auction laminates
- Fact Sheets
- Auction Bidding Records
- Bidders Record Form
- Bidder cards
- Auction Summary from Auctions Department (pre-filled)
- Filled in reserve letter
- Spare blank reserve letters
- Authority to bid on someone's behalf
- Sold sticker
- Working pen x2 (black or blue only), Black marker x2
- Notepad
- Spare Clipboard
- Original contracts – contact the solicitor to confirm if they will post or we can print 2 copies – get this in writing
- Plastic sleeve marked 'Contract Changes' containing:
 - o Any contract changes from solicitor – always call the day before the auction to see if any changes have come through
- Plastic sleeve marked 'Exchange docs' containing:
 - o Authority to exchange forms
 - o Purchasers information summary forms
 - o Signed Vendor Authority to Vary Deposit Terms (if applicable)
- For the Auctioneer, prepare a pack with the below
 - o Draft contract from OFI pack (Not the auction/exchange contract)
 - o Property brochure
 - o Property information/cheat sheet

EXCHANGE CHECKLIST

Signed Contracts

- Check the contracts are both dated
- Double check the contracts are the same and in identical order

Scan

- Full vendor signed contract
- Full purchaser signed contract
- Signed front pages and 66 w (if applicable)
- Cheque/EFT receipt
- Auction documents - bidder cards, bidder record, bidder form, reserve letter

How to enter into Agentbox

- Select Add offer
- Enter Offer date
- Enter buyer
- Enter Offer price
- Enter buyer solicitor
- Enter special conditions (if applicable)
- Enter inclusions (if applicable)
- Hit Add down the bottom to save
- Select Offer Accepted
- Enter details and hit yes
- Select either Under Contract or Unconditional
- Enter details and hit yes

Exchange Letters

- Go to the letter tab (in green)
- Create the exchange letters
- Create Sales Summary
- Create Information required for settlement

Once letters have been printed – please collate letters as follows and post:

Purchaser Letter

- Purchase exchange letter
- Sales Summary
- Information required for settlement
- Copy of signed front pages
- Copy of 66 W
- Copy of cheque
- Email copies of PDFs to purchaser

Vendor Letter

- Vendor exchange letter
- Sales summary
- Information required for settlement
- Copy of signed front pages
- Copy of 66 W
- Copy of cheque
- Collate and post out
- Email copies of PDFs to vendor

Purchaser Solicitor Letter

- Purchaser Solicitor letter
- Purchaser's Sales Summary (No selling fee)
- Copy of cheque
- Attach to vendor signed contract, post by express post
- Email copies of PDFs to purchaser's solicitor – include the tracking number for the contracts

Vendor Solicitor Letter

- Vendor Solicitor letter
- Vendor Sales Summary
- Copy of cheque
- Attach to purchaser signed contract, post by express post
- Email

ADDITIONAL EXCHANGE CHECKLIST

- Dismantle OFI pack.
- Keep 10 x brochures – for future reference Update details of vendor in client database
- Add details of purchaser in client database
- Send testimonial request to vendor

PRIOR TO SETTLEMENT CHECKLIST (2-3 WEEKS PRIOR)

- Organize removal of sign board – email campaign coordinator
- Contact purchaser to arrange pre-settlement inspection
- Attend pre-settlement inspection
- Contact solicitors to confirm settlement time
- Prepare Settlement Gifts
- Organize collection of keys, remotes, instructions manuals for settlement
- Gift wrap keys, McGrath key ring, box and door ribbon
- Contact vendor to confirm settlement details and procedures
- Contact purchaser to confirm settlement details and procedures
- Update forwarding address and details for vendors and update both databases

System Compliance

- Have vendor details and solicitor details been entered?
- Have purchaser details and solicitor details been entered?
- Is the correct agency commission entered and match the agency agreement?
- If there are multiple agents, have their splits been entered correctly? Both internal and external
- Is there a referral/external co-agent? If yes, have they been entered?
- Are there any outstanding marketing funds? Liaise with Campaign Coordinator (CC)

Documentation Compliance (Have the following been uploaded to Agent Box?)

- If agent is "Internal Conjunction", has their invoice been uploaded?
- If there is external agent, has their invoice been uploaded?
- Have vendor bank details been provided?
 - a. Either completed "Information Required for Settlement"
 - b. Or an email from the vendor (that has been verbally verified, with the vendor)

If deposit is over \$250k, the deposit will be invested, additional information required:

- Has purchaser bank details been provided?
 - a. Either completed "Information Required for Settlement"
 - b. Or an email from the purchaser
- Has either vendor or purchaser Tax File number been provided (Only 1 TFN is required)

If early release of deposit is required:

- Have you forwarded Vendor request of the release including the amount to Settlements Team?
- Have you provided payment method to Settlements Team?
 - a. Either bank details for EFT
 - b. Payee name if cheque is requested
- Have you forwarded purchaser authority to Settlements Team?
 - a. Either the page of the special condition on contract

- b. Or an email from the purchaser solicitor to authorise the release

If we are releasing our commission, additional information required:

- Have you forwarded information to protect our commission to Settlements Team?
 - a. Either an email from vendor Solicitor undertaking fees to be paid at settlement
 - b. Or completed and signed irrevocable authority form from vendor

SETTLEMENT DAY CHECKLIST

Before Settlement

- Ensure that "Settlement Information Request Form" has been completed by vendors and purchasers
- Request order on the agent vendor solicitor/purchaser's solicitor and load to Agentbox under additional files

Once Order on Agent is Received

- Do both sides solicitor details on system match the Order on the Agent?
- Upload the Order on the Agent to Agent Box
- Send order on the agent to settlements Team and confirm that all details are in Agentbox
- Email agent that settlement has taken place so they can call the purchaser and vendor
- Confirm property has been settled in Agentbox
- Arrange handover of keys and gifts
- Dismantle, scan and upload any additional files in Agentbox