

Stellar Checklists

Table of Contents

	Page
Introduction to the Use of Walter Sanford's Checklists	6
Chapter One -- Assistant Checklists	8
Assistant Checklists Chapter Introduction	9
Help Wanted Ad Placing Checklist	10
Résumé Reading Checklist	11
Real Estate Assistant Job Application Checklist	13
Checklist for First Interview for an Assistant	16
Checklist for Second Interview for an Assistant	21
More Interview Questions	29
Rating Checklist	33
Basic Skill Quiz Checklist	34
Answers to Basic Skill Quiz Checklist	35
Spelling Checklist	36
Answers to Spelling Checklist	37
Math Checklist	38
Answers to Math Checklist	39
Proofreading Checklist	40
Corrected Proofreading Checklist	41
Written Questions Checklist	42
Walter's Team Checklist	44
The Perfect Assistant Checklist	45
The Irreplaceable Employee Checklist	47
Agent's Pay Schedule Checklist	49
Telephone Policy Checklist	50
Dress Standards Checklist	52
Responsibilities of the Real Estate Assistant Checklist	53
Assistant Orientation Checklist	54
Responsibilities of the Agent Checklist	56
Control Your Environment Checklist	57
Checklist of Ways to Save Time as an Assistant	58
Golden Rules of Real Estate Time Management Checklist	60
Drop In Visitors and Telephone Call Checklist	61
Time Record Checklist	62
Emergency Agent Information Checklist	63
Meeting Time Saving Checklist	66
Monthly Associate Checklist	67
Shared Commitment Checklist	69
Meeting Follow Up Checklist	70
Goal Planning Checklist	71
Delegation Checklist	73

Positive Attitude Checklist	74
Assistant Self-Evaluation Checklist	75
Checklist for Assistant Appraisal of Current Performance	76
Dismissal Checklist for: (Employee's Name)	79
Terminated Assistant Checklist for: (Employer's Name)	80
Chapter Two -- Lead Generation and Lead Management Checklists	81
Lead Generation and Lead Management Checklist Chapter Introduction	82
Daily Time Record Checklist	84
Today's Checklist	87
Things to Do Today Checklist	88
Daily Meeting Checklist	89
Weekly Plan Checklist	91
Monthly Meeting Checklist	92
Job Description for Administrative Assistant	94
Business Manager's Daily Checklist	96
Head of Business Development Daily Progress Checklist	102
Second Assistant Control Record and Progress Checklist	106
Checklist of Twenty Ways to Increase Income through Assistants	110
Job Function Analysis Checklist	111
The Mobile Office Checklist	112
Real Estate Convention and Seminar Checklist	115
Example Checklist for Top Producer	117
Daily Telephone Lead Generation Contact Checklist	119
Phone Lead Checklist	121
Target Script Organizer	123
Bulk Mail Checklist	125
Expired Research Checklist	126
FSBO Hit Checklist	127
The For Sale by Owners Buyer Referral Checklist for Walter Sanford	129
Open House Accessories Checklist	131
Open House Checklist Assistant Attended	133
Fifteen Minute Open House Additional Checklist	135
Open House Survey Checklist	138
Open House Closing Checklist	140
Foreclosure/Short Sale Help Request Checklist	141
Foreclosure or Short Sale Checklist	144
Example of Anniversary Letter Checklist	146
Builder Advantage Checklist	148
Fourteen Reasons to Call Walter Sanford to Buy This Home	150
Sellers: What Do I Say?	151
Pre-Listing Package Checklist	156
Pre-Appointment Listing Checklist	157
Buyers: What Do I Say?	158
New Buyer Checklist	162
Buyer Showing Prep Checklist	164

Buyer Showing Checklist	167
Home Comparison Checklist	169
Interesting Suspect Property Checklist	170
The Real Estate Cost/Benefit Checklist for Lead Generation System...	174
Chapter Three -- Transaction and Office Coordination Checklists	175
The Importance of Coordination Checklists	176
Opening Office Checklist	179
Closing Sequence Checklist	181
Listing/Transaction Coordinator Job Description Checklist	182
Assembling the Listing Presentation Checklist	184
New Listing and Marketing Checklist	186
800 # Input Info Checklist	192
Listing Agreement Change Checklist	193
Price Change Checklist	195
Condo Tasks To Do Checklist	197
Condominium Documentation Checklist	199
Condominium Verification Checklist	200
Vacant Property Weekly Checklist Information	202
Vacant Property Weekly Checklist	203
Feedback Sheet for Vacant Listings Checklist	204
Loan Information Checklist	205
Checklist of Seller's Wishes for Cooperative Agents	208
Photo/Virtual Tour Checklist	209
Measurement Sheet Used with Photo Shoot Checklist	211
Checklist for Brochure Assembly	212
Distribution of Brochures Checklist	213
Walter S. Sanford's "Showing" Checklist Form	214
Terminated Listing Checklist	216
Additional Counter Clause Checklist	218
Buyer Loan Approval Checklist	225
Home Inspection Checklist	227
Lenders Questionnaire/Checklist by Walter S. Sanford	229
Cooperative Agent Closing Process Countdown to Close	233
Weekly Closing Report	236
Conversation Log Checklist	237
Instructions for Closing Checklist	238
Closing Checklist	242
Buyer Closing Checklist	253
Service Checklist	255
Cash Flow (Commissions) Checklist	257
Chapter Four -- Customer Service, Marketing, and Educational Checklists	258
Customer Service, Marketing, and Educational Checklists Chapter Introduction	259
Seller's Dare to Compare Checklist	260
Buyer's Dare to Compare Checklist	261

A Seller's Checklist Guide to Interviewing A Real Estate Agent to Sell...	262
Checklist of Most Frequently Asked Questions When Selling Your Home...	264
Thinking About Selling Concern Checklist	266
Seller's "What's Great about My House?!" Checklist	267
Seller's Perspective Marketing Checklist	268
Get Your Home Sold -- The Seller's Checklist	270
Get It Ready Checklist	274
Immediate Response Customer Showing Checklist	277
Additional Marketing Checklist	278
Performance Campaign Checklist	280
Seller's Plan of Action Checklist -- A	284
Seller's Plan of Action Checklist -- B	288
Net Sheet Checklist	289
New Buyer's Home Checklist	290
Condominium Buyer's Checklist	291
What Can You Afford? Checklist	294
Dream Home Checklist	296
Construction Checklist	299
Interior Floor Plan Checklist	303
Neighborhood Selection Checklist	309
Mechanical Equipment Checklist	314
Closing Process Checklist Sanford's Escrow Tracking	319
Loan Documentation Checklist	320
Moving Checklist	322
Home Sweet Home Checklist	331
Home and Equipment Maintenance Checklist	335
Babysitter Information and Safety Instruction Checklist	344
Fire Prevention Checklist	346
Checklist of Security Routines	348
Mission Statement of Sanford Systems and Strategies	350
Chapter Five -- Closing Thoughts and Appendix	351
Closing Thoughts	352
Instructions for Loading Your File	353
Coaching Information	354
Walter Sanford's Systems	359
Firecracker Mailing Tubes	361
Walter Will Design a Custom Seminar for You!	363
Notes	367