

**THE LISTING CONTRACT  
EDUCATING THE SELLER**

3.0 Hrs. CL

**Objective:** This course educates the licensee to the legal terms and conditions of listing a property using the AAR Exclusive Right to Sell Listing Agreement. The licensee will be able to competently educate potential sellers to the obligations and responsibilities of the contract; to the seller; and to the broker.

*your guide to . . .*

**I. Pre-Listing Preparation**

- A. Gather Data
  - 1. MLS
  - 2. Active Competition
  - 3. Sales Comparables
  - 4. County Sales Information
  - 5. Drive the Neighborhood
- B. Obtaining Accurate Data
- C. Tax Records and Research

**II. Professional Services Agreements**

- A. Exclusive Right to Sell
- B. Requirements
- C. Understanding the Legalese
- D. Seller Obligations & Responsibilities
- E. Broker Obligations & Responsibilities
- F. Adding or Amending Language
- G. Discovery of Material Facts
- H. Profile Sheets – proper usage

**III. Supporting Documents/Disclosures**

- A. Agency Relationship
  - 1. Fiduciary
- B. Lead Based Paint Disclosure
- C. Swimming Pool Barrier Disclosure
- D. SPDS
- E. HOA
- F. Standards of Practice
- G. Ethics

**IV. Case Studies**

**V. Q & A**

**Tips to prepare for the listing appointment, Using the Exclusive Right to Sell Listing Agreement; Explain the obligations of the Seller, Listing Agent and Broker; review ancillary forms.**