

Big Mama's To Do List for Houston REALTORS®

Greetings and congratulations!

As a new real estate business owner, you will have a lot of information to learn and business planning to accomplish. Keeping a budget should be one of your number one objectives. Using tools that have been created for you with your HAR membership is one way to stay true to your budget.

The following is a To Do List that I have listed for you. If you follow this list, you will have a more comfortable adjustment to your new exciting career! Congratulations! You're on your way!

Sincerely

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(aka Big Mama)



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Below is a list of documents that you will print and add to a 2" 3-ring binder for reference

ACTION ITEMS	COMMENTS
1. Get a 3 Ring Binder	These and other documents can be added to this binder for future reference
Log in at HAR to obtain the following:	
<p>2. Message Center: In the center of the Member's Only Portal, there are Data Input Forms for each property type. Print the Data Input Forms that you will be using the most.</p> <p>Study the data input sheets that you will be using</p>	<p>These data input forms represent all the fields that are available in Tempo, the online MLS program..</p> <p>There is unlimited benefit. You will be able to search Tempo more efficiently because you will know the fields and you will also be able to ask more detailed questions of your buyers because of your knowledge of the fields.</p>
3. Listing Manager: On the blue left control panel, the Listing Manager provides you with all your personal listings and your broker office listings.	Use the Listing Manager when on phone duty. Sort listings by any heading (example: Listing Agent, List Price). Get detailed information on each listings by using the Tempo link on the right of each listing.
<p>4. MLS Information: Print everything under <i>MLS Quality Assurance</i>.</p> <p><u>No Photo Submission Form:</u> Submit this form to get exemption from adding pictures to listings.</p> <p><u>Top MLS Rules To Remember:</u> These rules are the most frequently violated rules.</p> <p><u>MLS Listings Status Definitions:</u> A list of all status of property and their definitions with their auto deletion rules</p> <p><u>MLS Rules and Regulations:</u> A document providing all the rules about the property way to list property.</p>	<p>Keep in mind that consumers and REALTORS® skip listings that do not have pictures. Talk to your seller about the importance of the minimum amount of images.</p> <p>Keep a copy of the most violated rules to help you with what not to do when listing property.</p> <p>Status definitions will help you to plan appropriately as to what status need to be used for personal listings.</p> <p>The MLS Rules and Regulations is an easy reading document providing you with your perimeters when listing property. You can also call HAR at 713.629.1900 and ask for the MLS Department.</p>

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<p>5. MLS Information: <i>Statistical Information</i></p> <p>MLS Monthly Press Release: This report is updated monthly for the previous completed month. You could email the link to clients as a service.</p> <p>MLS Statistical Archives: You can convert this detailed archive report into an Adobe (PDF) file for distribution to clients.</p> <p>Market Metrics Analysis: Each month, print this analysis to give you your 'elevator speech' on how Houston and its surrounding areas are doing. You can print details to support this analysis at the top right of the report, <i>View Additional Reports</i>.</p>	<p>Provide your clients with valuable information to keep your services fresh in their mind. The MLS Monthly Press Release is just one of many that can be provided very easily by email.</p> <p>This statistical report provides data by property type, price ranges, MLS areas, zip codes and County.</p> <p>The Market Metrics Analysis provides an overview on a buyer's and seller's market model.</p> <p>The View Additional Reports link at the top right of the Market Metrics Analysis provides Adobe (PDF) copies of details that can be sent to your clients. Use the 'Click To Download' link to save the file for distribution.</p>
<p>6. Forms Manager: The Forms Manager is a list of all the forms from HAR, TAR and TREC in Adobe (PDF) format. You can access these forms at any time. Print forms from this location to fill out in pen when you are unable to get to your free Zipform Online or Zipform Desktop software</p>	<p>There are a few excellent reference forms that you should print and add to your 3 ring binder. They are listed in your Zipform software under TAR, and the Reference Forms folder. These 3 documents provide details on form descriptions and their usage, form numbers and cross references for the property type that they are used.</p>
<p>7. Create your HAR Website Select MY on the blue control panel Select Member Website Add your name in the field after www.har.com/ to create your site. Select the Next button and Save.</p>	<p>Make sure to make note of your HAR website. You must know where you live on the internet! (Example: www.har.com/susansmith)</p>
<p>8. Register at REALTOR.org Realtor.org provides an unlimited amount of real estate related information for you to serve buyers and sellers. Don't miss this opportunity. Much of what you will need to know about serving your clients can be found here! Just register. It's free.</p>	<p>Search for 'architecture' and select the 'Architecture Guide Main Page'. Select 'Residential Styles' and print out to add to your 2 ring binder.</p> <p>Print all the Home Features also!</p> <p>Excellent for listing property, showing property and for you to just KNOW!</p>
<p>9. Sign up for your Zipform Accounts</p>	<p>Print instructions at DesireeSavory.com</p>