



**Flat Fee MLS, Limited Services Instructions**  
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**Mike Hammack, Broker**

### **Listing Forms Available Per Request**

**All documents to be dated the same day returned.**

**MLS requires documents to be “wet signed”, no computer signatures. Returned in PDF format to me.**

**Expiration Date: Since you have the right to cancel, recommend 180 days or so out. FREE 90 day extension.**

**Internet Options: Your choice, but recommend answering #10 on the listing agreement as a “yes” (Initials) to both questions. If not, the possibility of not appearing “at all” on some popular marketing channels. (Like Zillow)**

**Seller(s) names to appear exactly as they do on the public tax records. All owners required to sign.**

**PHOTOS: Need at least one to activate the listing, but can accept up to 50. If you also have a Virtual Tour Link, can post that for you. Photos and VT’s cannot have words or signs in them. MLS Rules. Quality better than quantity. Zillow recommends 10 – 15 for example . If your price and budget warrant, you may want to hire a professional to do the job. One or two drone shots good too if it would help the property.**

**General Remarks Area: This is what the public sees. Best if you can write in the body of an email or attach a word document. I can then copy and paste, avoiding mistakes. Keep it under 1200 characters (spaces, etc. included) Use no discriminatory language. MLS recommends only talking about the house. I’ve actually discovered sometimes less is better here too!**

The “Agent Remarks” area is for my use.

**Residential Input Form:** The system uses a pull down menu, when you make selections, the dark areas on your form are mandatory. You will also see a tiny number to the right of each selection, that is the max. number you can pick. Do not write in the margins, there is no way for me to use that information.

**Tax Information:** This is required on the input form, if you’re within Metro RVA, I can purge that information in, when I complete the listing with MLS.

**Changes:** I’ll make FREE changes for you at anytime, they must be submitted by email to me so I can document your instructions.

**Showings:** All agents will contact you directly, through closing. I’m pretty much out of the loop. If an agent does contact me, I send them on to you.

**Lock Boxes.** The Realtor lock box (Fee \$\$) requires I make two trips to your property. One to install and the other to remove. I remove the box after the home inspection. Property must be in the immediate RVA area for this service. Please note, if you have your own contractor lock box, MLS will NOT permit me to show that information in the listing. When agents call you, you’ll need to provide them the combination at that time.

**General Public:** The state requires all listings with brokers to be branded with the broker information. If I receive an inquiry from the public, I pass it right along to you. You should assume I have never had contact with your prospect, unless I were to tell you otherwise. Most buyer inquiries are by email.

**Seller Contact Information:** This appears for all agents. The general public does not see your contact information. You have to remember that MLS is not a FSBO site.

If you live in a neighborhood that requires you provide the buyer with a disclosure package, I will be happy to discuss the details/procedures with you, just ask.

**Lead Based Paint:** This form (in the forms package) is only required if your property was built before 1978. I will post this form along with the required Virginia Seller Disclosure Form in the listing for agent access.

**Buyer Agent's Compensation:** This is the amount you are willing to pay a buyer agent if they bring you an acceptable contract which goes to closing. Displayed in MLS and is non-negotiable when dealing with agents. Most sellers select 2 to 4 %.

I'm often asked, how do you get back to the top of a Zillow searches. Zillow will display the newest listings first according to their report. Once on the market for awhile, try an Open House or a slight Price Reduction, Zillow indicates this will drive you back towards the top of searches. If you do these too often, they will stop moving you to the top. If you have followers on Zillow, they will receive an email when you post Open Houses or Price Changes.

**Open Houses:** I can post these FREE for you as well. Best to provide about a weeks notice to fully circulate on marketing channels.

**Price Changes:** I will do these FREE for you as well.

**Seller Responsibility:** You must contact me immediately when you go under contract (before home inspection) and immediately after closing. MLS has strict rules and require I obtain information at that time. Does not matter if an agent is involved in the transaction or not. My company name should always appear in a purchase contract.

**My Flat Fee Service** is a good value. Almost all homes sell with an agent representing their buyer.

If you have questions at anytime, please feel free to ask. My goal is to make this an enjoyable and profitable experience for you.