

Win Morrison Realty



"We're Everywhere You Need Us!"

Agent Handbook



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Agent Handbook

- All salespeople and brokers represent their client's interests first and foremost.
- We treat our colleagues and clients with the utmost respect and professionalism.
- Through formal continuing education, books, seminars, workshops, webinars or practical observations, all agents educate themselves to their fullest capacity.
- Agents are allowed to discuss commission with other agents and clients.
- All agents must adhere to continuing education guidelines and guarantee that they have met those requirements. Agents must keep originals and copies. All records of completion must be kept at the office headquarters. 3 hours of Fair Housing, 2 hours of Cultural Competency, 2.5 Ethical Business practices, 1 Hour recent legal matters, 3 hours Fair Housing credit, and 2 hours of Implicit Bias credit must be part of the 22.5 hours of continuing education required every two years.

Integrity

Definition: Steadfast adherence to a strict moral or ethical code.

Agents at Win Morrison Realty practice with steadfast adherence to a national code of ethics put forth by the National Association of Realtors®. We will not compromise your principles for temporary gain or advantage. Integrity is a quality characterized by honesty, reliability, and fairness, developed in a relationship over time. Customers and clients have much more confidence when dealing with a business when they can rely on the representations made.

Work by these principles and you will become and remain a successful Real Estate Agent.

Business Supplies

Win Morrison Realty supplies listing folders and paperwork for all transactions. Full-time, participating agents are provided with a desk, filing cabinet drawer, and use of a computer with internet access. All agents are provided with an email account. All other office supplies are to be provided by the independent contractor (that's you).

Support Staff

We are a team of trained professionals. The support staff works with the agents of Win Morrison Realty not the agents. They are hired to support the company and help it grow. Agents are independent contractors and are expected to check and verify their own: listings, file/showing information, pending deals, and closing information. Agents are also responsible for their own license renewals, continuing education, and any other administrative business. Treat the staff with respect and they will help you to the best of their ability. Any special requests of support staff must be approved and directed by the principal broker.

Technology

The internet has become an immeasurable tool for real estate agents. The use of email and text messaging has increased the speed by which we communicate ideas, property information, offers, and negotiations. We all need to hone our skills and become more efficient and familiar with all mediums and products. We encourage all agents to educate themselves in all technology; this can give you a competitive edge in the marketplace. All Win Morrison agents are issued a company email address. Messages can be forwarded to your personal email address. Please check your email on a daily basis, as this is our primary mode of communication.

Desktop Publishing/Brochures

Flex, our MLS system, has features that produce brochures and information sheets suitable for customers, clients, and fellow agents. Make sure all information is accurate and not misleading. Format must include the company logo, address (including website) and phone number. You may include your name and cell phone number, but it must be identified as such. We live in a visual world; more pictures are expected. All information distributed by Win Morrison Realty must be approved by management.

Internet Use & Leads

The internet connection in each office is to be used for company business only. You are encouraged to check other real estate websites and informational pages pertaining to your business. All agents are expected to check their email on a daily basis for office memos, communications, announcements, and leads.

Internet leads that come in for a specific Win Morrison Realty listing are directed to the listing agent(s). Generic leads that are received after hours are distributed to participating agents on a rotational basis.

Company Website - www.wmmorrisonrealty.com

Please make an effort to review our website on a regular basis. Please be sure to check the accuracy and completeness of the information listed, especially manually input listings (i.e. rentals and office exclusives).

Agent Bios

All active agents are urged to submit a biography of their real estate life and how their life outside the industry affects their real estate expertise and knowledge.

FAQs

Frequently asked questions can resolve issues before they arise. They also give the consumer comfort in that they are not alone. The only dumb question is one that is one not asked!

Personal (Business) Websites

We encourage all agents to create their own business website. There are many very reasonable services on the internet and part of your NYSAR membership, as well as Realtor.com©. Again, professionalism is paramount in any public relation. Our in-house technology officer (ITO) will assist you with this service at their discretion and fee schedule. All agents' websites must be approved by manager or principal broker and must have the WMR Standard Operating Procedure posted.

Social-Media (Facebook, Instagram, Twitter, etc.)

Social media has become essential for the Real Estate business. We want to encourage all of our agents to take the time to get comfortable using and posting to all social media platforms. There's a "cheat sheet" located at the back of this handbook, for great tips and tricks.

Email

All communications from a Win Morrison Realty agent must include: Agent full name, agent NYS license designation, continuing education designations, company name, company address (satellite office is okay), office phone numbers, cell phone number (optional email address, and picture (optional). Anytime you communicate with a customer or client (or other Realtor® for that matter) you must identify yourself properly and appropriately.

Example of email signature or ecard

John Doe

NYS License Real Estate Assoc. Broker Accredited Buyer

Representative General Manager

WIN MORRISON REALTY

56 John Street, Kingston, NY 12401

O (888) 867-5309

C (888) 555-4444

Uptime Policy - Participating Agents

A participating agent is expected to attend meetings, caravans, and all business functions to the best of their ability. It is expected that selling real estate is or will be, the primary occupation of the agent.

Uptime Agent

The Uptime agent on duty should, if possible, remain in the building and at the front/uptime desk for the duration of their shift. Any real estate questions must be answered by a licensed real estate agent. Support staff (unlicensed) cannot answer any real estate related questions. You should review all of our listings, check the books for accuracy and make certain you're familiar with all of the current property advertisements.

It is the Uptime agent's responsibility to discover whether or not the caller has a real estate relationship with anyone within the organization. As clients call in your first conversation should always begin with, "Are you currently or have you in the past worked with any other agents withing our organization?". If the client responds that they are, then direct the caller to contact that agent by offering their contact information. If they respond that they are not, then proceed as normal with the caller. Agents should know if the client is working with another agent. Agents who fail to have ongoing relationships with former clients and that client does not seek their former agent

personally, do not have claim to their current business. This needs to be discussed openly with the agents involved and a compromise will most likely result. Issues will arise; that is the nature of our business. Please act professionally and within the guidelines of the code of ethics and we should be able to resolve most controversies. Clients do tend to call the office seemingly at random for information and advice. Please answer any questions briefly and professionally, then refer them to their agent.

Phone Etiquette

Agents answering the phone for Win Morrison Realty should be pleasant and professional at all times. The office should remain quiet or low-level noise at all times, but especially when a customer calls. A typical salutation is:

"Hello, Win Morrison Realty, this is so & so, how may I help you?" Basic Dos and Don'ts:

- Be brief and to the point. Be as articulate as possible when discussing or describing a property.
- Do not answer cell phones when in a conversation; you can always call the person back.
- No swearing or raising your voice no matter how upsetting or agitated the caller.

When calling a potential client or another office you must identify yourself as a Win Morrison Realty agent.

Follow Up:

It is the sales agent's duty to follow up on calls made to Win Morrison Realty. If you cannot find information on a particular property, please ask for help; we are all here to work as a team, do it now! Don't wait until the end of your shift because that caller may call another agent by the time you finish his/her information. Keep track of customers and clients with paper files, electronic files, or whatever method is comfortable. Timing is everything in this business. If you cannot find (or sell) the right property now, you may reunite with the buyer (or seller) sometime in the future, so please keep comprehensive, accurate contact information.

Co-Broker

All Win Morrison Realty co-broker splits are divided equally (50% and 50%) between the buying and selling brokers. We have a standard co-broker agreement with the participating brokers of any MLS of which we are associated. The amount offered is uniform for any type of cooperating broker. If you want to sell a property in NYS that is not located in one of our participating systems, then you must obtain a co-broker agreement from that agency and/or add language in the purchase offer that defines our

expected commission at closing. If a non-MLS participating agent wishes to sell one of our listings, then we provide the co-broke agreement (see forms).

In-House Sale

Shared in-house listings (or buyer) are split equally before the office cut. Due to equal marketing, information sharing and randomness, an Uptime call or internet lead results in the sale, it is assumed the co-listing agents split the buying side as well. However, if a co-listing agent has a pre-existing relationship with the buyer, then only the listing side is shared. The buying side of Win Morrison Realty in-house sale receives 5% additional commission to their normal office/agent split.

Referrals

Any referral fee is considered a percentage of the referred side of the commission payable at closing. Please make sure that all referral forms are completed properly and submitted timely. You must keep a copy of the referral or special arrangements with a confirmed receipt in their file. Win Morrison does own a referral company for those who wish to become inactive and only refer clients to Win Morrison Realty. Please ask a manager for details.

Unrepresented Sellers/FSBO (For Sale By Owner)

We always request a 6% commission to procure the sale of privately marketed property. If the owner refuses, offer to do it for half or 3% plus one point to handle their side (4%). Make sure to insert the percentage of commission into the purchase offer is which is subject to the Seller paying the brokers commission of 6% of the purchase price (due to Win Morrison Realty at time of closing) and have both parties

sign. Since a purchase offers an outline for the formal contract, this ensures (most of the time) a commission is due to the procuring broker, Win Morrison Realty. Be certain to have complete files with appropriate disclosures, deeds and taxes as with any transaction. More than likely, if the deal falls through, the seller will want to list their property with Win Morrison. Going after "unrepresented seller" properties can be rewarding.

Rental/Lease

All residential leases must be accompanied by proper anti-discrimination disclosures. Agency, lead paint, a copy of the Certificate of Occupancy, and a copy of the lease (if applicable) need to be in the file in order to receive a commission check. On a commercial deal, the lease should contain a paragraph pertaining to compensation due Win Morrison Realty if the tenant buys the property in the future.

Prospecting

Internet - Lead Generation

There are many Internet lead companies out there vying for your business. Some are reasonable and others are cost prohibitive for our market. It is your choice to use this service or not. Do yourself a favor and don't sign any long-term agreements because you will never know the effectiveness of the service until you try it. It may be a good idea to ask other Win Morrison agents what companies they use.

Direct Mail

Define a specific neighborhood or segment of the market and send (mail) a postcard or business letter soliciting listings or buyers. This is a tried, true method of prospecting. When you list a property send out "Just listed" postcards to all the neighbors or to similar properties in the area. Again, all publications and mailings must be approved by your manager or Win Morrison.

Social Circles

The people most directly in contact with you are your biggest source of business. You already have rapport, they are familiar with your attributes, and there is an elevated level of trust and accountability associated with someone you know. The second level of contacts is larger still and can be a huge source of leads. Please revisit your social circle of contacts and remind them of your occupation.

Cold (Warm) Calling

Cold Calling Still Prohibited in New York

Real estate licensees may not make any unsolicited phone calls to a member of the public during a State of Emergency. General Business Law §399-z(5)(a) states “It shall be unlawful for any telemarketer doing business in this state to knowingly make an unsolicited telemarketing sales call to any person in a county, city, town or village under a declared state of emergency or disaster emergency as described in sections twenty-four or twenty-eight of the executive law.” All other types of marketing such as mailers, billboards, social media, internet etc., are permitted. You may call a FSBO if you have an identifiable purchaser interested in the property. You are prohibited from calling the FSBO to solicit the listing. You may still perform business to business

calls so long as you are calling the number provided as the business number.

NYSAR is monitoring all current Executive Orders declaring a State of Emergency.

The following State of Emergency are still in effect:

EO 28.17: Support Asylum Seekers

Declared: Extended on August 29, 2024 (Original EO 28 declared May 9, 2023)

Expires: September 28, 2024

If you have any questions about Cold Calling, please contact the NYSAR Legal Hotline. The Legal Hotline is available Monday-Friday from 9:00am-4:00pm at 518-436-9727.

You may call a FSBO if you have an identifiable purchaser interested in the property. You are prohibited from calling FSBO to solicit the listing. You may still perform business to business calls so long as you are calling the number provided as the business number.

Listing

Completed Listing forms are not to be sent to the Board Office. Except the Coming Soon Authorization Form which requires 48 hours to forward to the board. All agents are to use the prepared listing package and folders. All MLS listings must be listed in Ulster MLS first and then peripheral systems. All listing folders must be kept at Win

Morrison Realty headquarters at 56 John Street Kingston, NY 12401. Submit completed files (with input sheet) to input personnel for insertion into the M LS or appropriate venue. Please don't forget to have your addendum form completed by Seller informing of the new law which took effect August 12, 2024.

Disclosure Forms

Please fill out the appropriate forms according to the type of property. All listed property files must have completed Agency, Discrimination, along with BA agreement/non-exclusive signed and dated. Residential properties (this includes mixed-use or multi-units) built in or before 1978, must have completed and signed Lead-Based Paint Disclosure. Any residential property defined as 1-4 units must have a signed Property Condition Disclosure Statement (PCDS). This form is not required for estate sale, condominium, or new construction or trust. Please present the Property Condition Disclosure, but do not assist your client (Seller) in completing the form. Be certain that your client(s) understand all of these forms. (A blank client folder, containing all of the forms needed for a transaction, will be provided to all new agents.) Have your client (Seller) contact their attorney.

Rules

All changes and information must be compliant with the MLS rules. The front of the file must be complete with the owner's mailing address, phone number(s), attorney information, listing and expiration date, showing instructions, and any other pertinent information. All listing files must contain current deed, tax information and map, as well as a CMA with at least three (3) comparison properties. An accurate log of activity must be kept in the file or on the cover. All listings are the property of Win Morrison Realty; you are servicing the client through the company.

Land

Walk the parcel with the owner (if possible). Notate the boundaries, any features and take pictures. Check zoning with the town and verify uses. Check Parcel Viewer for any wetlands, verify Board of Health approval for septic if applicable. Please read the deed, many restrictions and easements may be present. Encourage owners to make minor improvements, such as: building site, clearing, driveway cut, brush removal. electric, well, and septic that may be installed. Remember however, these encouraged improvements are completely up to the seller. Due to the current level of fraudulent transactions, it is recommended

if the seller is not present or local that a written correspondence is sent to the address listed in Parcel Viewer to confirm that the assumed seller is in fact the legal owner.

Business

Valuation is the single most important factor in selling a business. Obtain copies of lease, tax returns, estimated FF&E (furniture, fixtures, and equipment) client list, and anything else that may be considered value. Remember goodwill or cash have little to no value.

Pictures

It is recommended that you record as many pictures of the property as possible. Ulster MLS allows an unlimited number of pictures. Pictures are a great way of describing the property. Make sure to take one from the street (primary view), kitchen, living room, dining room, bathroom(s), bedroom(s), backyard, etc. and any special features. A video tour is another great way to get your listing on the top of the list and create buyer interest.

Client Presentation Booklet

The booklet is designed to take with you on a listing appointment. It contains a blurb about the Win Morrison Realty, Win, our business philosophy, and a guide for the appointment. Samples of advertisement's, website exposure, and basic marketing plans are also included. Your biography and portfolio need to be included as well. Complete the CMA ahead of time and make adjustments as needed. Take pictures in advance and publish a brochure to the front page of the booklet if desired. Go the extra mile and the owner will give you the opportunity to list. Most people don't remember the selling process so leave the chart with the potential client.

Buying

We represent buyers in many transactions and have their best interest in mind. Be sure to do all you can to help with the selection, value, and process of buying property. As a buyer representative you must verify taxes, understand the deed, inform buyers about any physical deficiencies, inform the buyer about the seller's situation (if able), advise through the buying process, communicate with the lawyer and the lender and of course, get the best price for your client! As the buyer's agent, you need to discover and inform of any neighboring property issues, zoning uses,

environmental restrictions and possible development. Any nearby developments in the planning process should be brought to your client's attention and ramifications explained. Sometimes advising a buyer to pay more for a property or choosing not to ask for a deficiency credit is in their best interest. Especially if the property fits the clients' needs perfectly. Make sure to supply at least three (3) comparison properties in CMA format to your client (the buyer). This CMA needs to be documented in the file as well.

Exclusive Buyer Representation

We encourage all buyer agents to have their clients sign an exclusive right to represent a contract upon choosing their Win Morrison Realty agent. Try not to be too specific when describing the desired property or location; buyers change their criteria regularly. You want to be covered, remember less is more. All alterations must be approved by the principal broker, Win Morrison. Please advise your buyers that they may be competing against other Win Morrison Realty buyers in a multiple offer situation.

Agency Disclosure (See Forms)

All agents must complete the Agency Discrimination forms at your first substantive contact. That is when the potential buyer starts asking questions about price, value, and comparable. This usually occurs at the first showing or the

first in office meeting. Be clear about fiduciary duties and read the form to them if still misunderstood.

Reasonable Care

Do everything in your power to satisfy our client's real estate needs.

Undivided Loyalty

Be sure that you do not favor one party over another.

Confidentiality

Whatever is said at Win Morrison Realty, stays at Win Morrison Realty. Do not discuss deals, progress or intentions with anyone but your client manager or principal broker.

Full Disclosure

Tell your clients everything. You are not to judge information, you are only to present and advise.

Obedience

Listen to what your client tells you. You may disagree with your client on occasion however, remember that you work to serve your client's needs.

Duty to Account

Keep all monies in order and make sure the client receives a copy of every signed document. If the seller is your client then check the seller agent portion and have them sign and date the form appropriately. You are a dual agent if you show the buyer one of your own listings and disclose that you work for the seller. If the buyer is your client and the property is listed with another office, check off the buyer agent portion and have your client sign and date the form. If the buyer is your client and the property is listed with Win Morrison Realty, then you must fill appropriate agents' names on the "Dual Agent with Designated Agents" portion of the form. Win Morrison is the dual agent in this case and the only portion of the fiduciary duties that he cannot provide to either party is undivided loyalty. Make sure both buyer and seller sign this form and date it.

NYS Real Property Law §443.

A buyer's agent or tenant's agent shall provide the disclosure form to the buyer or tenant prior to entering into an agreement to act as the buyer's agent or tenant's agent and shall obtain a signed acknowledgment from the buyer or tenant, except as provided in paragraph e of this subdivision. A buyer's agent or tenant's agent shall provide the form to the seller, seller's agent, landlord or

landlord's agent at the time of the first substantive contact with the seller or landlord and shall obtain a signed acknowledgment from the seller, landlord or the listing agent, except as provided in paragraph e of this subdivision. (e) of this subdivision.

If the rare case of an actual dual agent arises, have both the buyer and seller Sign and date the form appropriately making sure both parties know that you cannot provide undivided loyalty to either.

Marketing Property

The ultimate question that the seller will ask is "Who is going to buy my property and for how much? That is a good question. One that will determine the marketing plan set forth for that particular property. You will first need to think about all the property's features and deficiencies. Then determine what needs this property satisfies. Narrow down the segments of the market and think about how to reach that targeted market.

Signage

Win Morrison Realty provides a yard sign to be placed in front of each house or property. Each office has different calling numbers for their area and we prefer that a property in that area gets a sign with the office number for that area. The large commercial sign is to have the

Kingston office number however, there will be room for two number/name/feature tags. We encourage agents to buy name tags for their signs. Only office numbers are allowed on the sign; no cell phone numbers. If the property is a larger parcel or commercial listing it is recommended to purchase a specialty sign that describes the property in addition to the office sign. Directional signs may be strategically placed along the route for a rural, difficult to find, location.

Open Houses

Open houses are a good way to get prospective buyers to visit the property. Open houses can be shared on the MLS so other real estate agents in the area can tour the property and/or bring their clients.

Personal, Professional, and Client Contacts

One more effective way to promote a listing is through your contacts. Whether personal or professional, your contact base is a great source of business. Flex has adequate brochure printouts that can be mailed (at the listing agent's expense) to all potential buyers. If you want a special brochure or design, please contact support staff for direction or help. Even if you think a client does not need your particular property, they may know someone who does, is a great way to keep in touch! Mail, email, and either stop by in person or give the person a call.

Always give out your business card

Business cards can be printed by Staples or any printing company. You must use your full name as it appears on your license and the type (ie: NYS Lic. Real Estate Salesperson). Your winmorrisonrealty.com email address must be used as well as your main office number and cell phone number.

Property Card

Sending out a "Just Listed" card to the neighborhood or area is another method of exposing the property to potential buyers. It is a good introduction for follow-up warm calling.

Closing the Deal

The single most important function of an agent is to lead the deal to the end. Be proactive in all aspects of the process. Make sure they receive copies of everything signed. We keep updated lists of Inspectors, Lenders, and Attorneys for referral purposes. You must provide three (3) options for each category. Some agents get cards from each professional and copy them onto one sheet.

Follow the Process

This is a typical deal. Some deals stray dramatically from this process. Stay in contact with all parties concerned.

Offer

When a buyer wants to place an offer, be prompt and professional. Listen to their intent and advise according to the agency relationship. Make sure to fully describe the premises, have an accurate accounting of the financing portion of the deal, any inspections, or special contingencies must be considered, and a reasonable closing date. When accepting an offer, look for the above items to be presented clearly and accurately,

Signed Binder

Once the offer is accepted, please handle the appropriate paperwork accordingly.

Inspection

Most inspections need to be completed and all test results back within fourteen (14) business days of acceptance of offer. Any negotiations thereafter should be done through agents and accompanied by inspection documentation, test results, and estimates. If you represent the Seller, do not recommend any further negotiations.

Contracts

Once negotiations are complete, the seller's attorney will draw up the formal contract that is to be signed by both parties and the down payment deposited, Agents are typically not given the contracts or informed of the signed transaction. We no longer hold funds in escrow.

Appraisal

The Buyer's lender will order an appraisal. Agents are sometimes involved in the scheduling of the appraisal to ensure the appraiser can gain access to the property.

Commitment

The commitment letter will be issued by the lender once they receive the appraisal report.

Title Search

A title search and title insurance will be ordered by the Buyer's attorney the title search is to make sure there is a clear chain of ownership and to verify there are or aren't preexisting easements or covenants in the deed, as well as any liens that may appear against the property.

Clear To Close

Once the lender is satisfied with all of the requirements from the Buyer, they will issue a "Clear to Close". This is when agents should submit a request for a commission statement that will need to be sent to the Attorneys in order for the commission to be paid at the closing.

Homeowners Insurance/Utilities

When the closing date has been set, the Buyer will need to obtain Homeowners Insurance and make arrangements to take over the utilities (Power, Water, Heat, Internet, etc.) from the Sellers.

Walk-Thru

The Walk-Thru should be done on the day of the closing. The Buyer's agent will accompany the Buyer to the property and do a final inspection. This will be the last chance the Buyer will have to make any additional requests of the Seller before signing. It's important for the Walk-Thru to be thorough.

Closing Day

Agents should be available to their clients on closing day for any last-minute questions or concerns. Agents should make arrangements with the closing attorneys to collect the commission check or advise the attorneys where the checks should be sent to. If it is not possible to be present, please have a colleague or your manager present in your absence.

Follow-Up and Contact

One of the most important parts of the transaction is contacting your client or customer after the closing. Many people want to give us more business (if we did a good job), all we have to do is ask! A great practice is to ask a satisfied client to write a positive review of your services for you to post on real-estate marketing websites and social platforms.

Thank You Letter

A professional way to contact your client is by sending a thank you letter or card.

Request Referrals

A few months after the closing, send another correspondence asking for any referrals that your client/customer may be willing to share.

Holiday Cards

Some agents send holiday cards to all their past clients/customers or at least to the ones from that year.

Visit the Property

Stop by sometime in the future to see how things are going. People like to see you, especially if they fix up the place or just love it. Who knows, they may want to sell or may know of someone else who does. This is a great, personal method to keep in touch.

Suspension Termination

Anyone in the organization that is arrested for a criminal act, will be suspended from real estate activity until the matter is resolved. If the agent is convicted of a crime, they will be expected to resign depending on the severity and circumstances. At any time, the principal broker may ask the agent to resign.

Upon resignation of association with Win Morrison Realty, the agent must attend an exit interview. The purpose of the interview is to debrief the manager and/or principal broker of any ongoing deals or active listings. The course of action taken on each will be clearly defined and predicated. Any extraneous or copious information obtained about the property or the seller will be disclosed at this time in writing. Remember that all Win Morrison Realty listings are the company's property and remain as such until the expiration date, unless otherwise stipulated and agreed to by the principal broker in writing at or before the exit interview and subsequent termination.