



**KANSAS
CITY
REALTY
SERVICES
HANDBOOK**

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WHAT WE VALUE

Vision

To be a leader in the Kansas City market by creating an authentic experience for both our agents and our clients. We are about relationships, not transactions.

Mission

Our mission is to empower our agents to serve as leaders in our Kansas City Market as well as in their own community. By providing up to date, valuable knowledge and training in real estate as well as ways to give back to the community they are serving. As a brokerage, our number one responsibility is to support agents as authentic advocates for our clients that surpass the closing of your transaction.

AGENCY POLICY

When working in the real estate industry, it is required to identify agency relationships between the agent and the agent's client/customer. The purpose of such delegation is to better inform the public of what to expect from the real estate agent in the way of fiduciary obligation and performance standards.

There are several variations of relationship that real estate agents engage in with the buyers and the sellers. Those various relationships are defined and described on the Kansas City Regional Association of Realtors website at kcrar.com.

Those agency relationships approved for use by Kansas City Realty Services LLC agents are Designated Agent and Transaction Broker.

What your agency relationship will be with your buyer or seller is determined by you and the client at the time that the agency is created.

However, our company's default position is "designated" agent for buyer/seller.

Whatever agency relationship is established at the onset should be converted to a written form as soon as reasonably possible, and should be disclosed in sales contracts and other documents when called for.

It is possible that an agency relationship may change during its course; however, if such a change is warranted, it should be expressed in some written form created by our local board or approved by council.

PROVISIONS

Associates of Kansas City Realty Services LLC are not employees of this company, but independent contractors. Kansas City Realty Services LLC does not dictate when or where its associates work.

We do not dictate how or even if agents work. We do not set listing or sale goals, or any standards of performance. Nor do we dictate the fees and commissions that associates may charge for their services.

The states of Missouri and Kansas require that all real estate agents be associated with, but not employed by, a state-licensed real estate broker.

The rules, regulations and laws that all real estate agents must follow are promulgated by State Law, the National Association of Realtors, the state Real Estate Association or by the local realty board, and not by the Kansas City Realty Services LLC brokerage.

Kansas City Realty Services LLC brokerage provides business cards, two sign riders, access to sign inventory, website, and office space for its associates. In addition thereto, all associates can avail themselves of brokerage consulting services as needed.

Agents are still responsible for fees charged for membership in the National, State, local associations, as well as their license fees.

Associates are responsible for all their individual marketing expenses, such as custom business cards and signs. Associates are responsible for their own individual lockboxes as well.

Customarily, one “ordinary” commission check can pay for all of the fees, licenses and supplies that a Kansas City Realty Services LLC associate may incur in a full calendar year.

Affiliation with Kansas City Realty Services LLC cannot ensure an associate’s success. That is strictly up to the agent. It can ensure that the agent’s cost of “doing business” can be kept to an absolute minimum.

MARKETING & ADVERTISING

On every new listing, the agent should lay out a marketing strategy to employ during the term of the agreement. This plan may include yard signs, MLS exposure, other internet exposure, open houses, postings on the neighborhood bulletin boards, postings on electronic bulletin boards, social media, yard signs, neighborhood mailings, newspaper and magazine ads, and other means. All advertising must follow MREC, KREC, and KCRAR advertising rules and guidelines, including prominently displaying the brokerage name and phone number.

Kansas City Realty Services LLC provides their agents with access to their inventory of directional signs and open house signs. If agents would like to create their own yard signs, directional signs or other signage it must first be approved by the broker.

Other methods of advertising must be provided by the listing agent, and at the listing agent's time and expense.

In addition to creating and executing a marketing and advertising strategy for one's listings, Kansas City Realty Services LLC associates should create and maintain a marketing strategy identified as "self-promotion." This may include the creation and distribution of clever personal cards, selective correspondence to prospective buyers/sellers, sponsorship and/or participation in civic events, etc. "Self-promotion programs" should be unique, inexpensive, sustainable, approved by the broker, and follow all MREC, KREC, and KCRAR, guidelines.

YARD SIGNS

About 15% of all buyers learn about an offered property because of a yard sign. While most sellers welcome a yard sign, some property owners have misgivings about the use of a yard sign in the promotion of their property. In those rare cases, let the owner know that by denying the use of a yard sign, they are losing about 15% of their marketing effort.

The company purchases and provides two rider signs and access to our inventory of listing signs for all associates.

While name riders are not required by the company, the agent would be wise to install them on every yard sign that they use. The name rider should include the agent's name and primary number.



remember:

- No more than one yard sign on a given property (there are some exceptions).
- Signs should be 10' or more from the curb line.
- In most cases, you should remove the yard sign (and lockbox) at closing.
- Get permission from the property owner to install a directional sign.

IBOXES HOW TO



- You can purchase your personal iBoxes from KCRAR.
- Install the e Supra eKEY app on your mobile device.
- Open the app and authorize the eKEY with the 30 digit code you were provided by KCRAR.

obtain key:

1. Open the eKEY app.
2. Tap Obtain Key and enter the PIN code.
3. For Bluetooth, press up on the bottom of the iBox BT LE or iBox BT to turn it on. For infrared, turn on the eKEY Fob and point it at the lens on the keybox.
4. Upon success, press up on the bottom of the keybox to release the key container.

open shackle:

1. Open the eKEY app.
2. Tap the Open Shackle icon.
3. Enter the 4-digit shackle code.
4. Tap a Reason for shackle release and press Save.
5. Toggle the Add to Inventory button to Off, if desired.
6. For Bluetooth, press up on the bottom of the iBox BT or iBox BT LE to turn it on. For infrared, turn on the eKEY fob and point it at the infrared lens on the keybox.
7. Upon success, support the bottom of the keybox and press down on the top of the shackle to release.

OPEN HOUSE POLICY

To have an “open house” or not, depends on the home, the probable “traffic”, the seller’s cooperation’s, and the agent’s personal experience with this method of marketing. To support an “open house” effort, the company has an array of directional signs and flags at the office that can be utilized. We ask that all open houses be published to the Broker and office to not only promote the event but also to make sure others know where you will be for your safety.

To maximize effectiveness, you and the seller should:

- Make sure that the owner has groomed the yard and cleaned the home
- Organize the closets so they appear larger
- Empty the dishwasher and put away the kitchen clutter
- Clean and organize the garage
- Make the beds and put away the clothes
- Eliminate pet odors and secure all pets, if possible.

You should:

- Post the open house in the matrix
- Have copies of Seller’s Disclosure, flyers, blank sales contracts, buyer’s agency agreements, and printout of other homes offered for sale in the same area, along with a supply of your business cards.
- Put up an open house sign, flags, and directional arrows
- Prior to the event, visit with the neighbors on each side and across the street, inviting them and their friends to come to the open house.

after the event:

- Make sure the home is secure.
- Remember to pick up all your signs and flags.
- Report to the seller on activity and feedback.
- Follow up with those who toured the home.

FORE- CLOSURES

To contract on an FHA owned property (HUD), you must use our company N.A.I.D. number.

Our active N.A.I.D. is:

KNSSCT9290

If you wish to show and sell a HUD owned property, you can procure the approved contract form either online or via the listing brokerage, and you will to insert our N.A.I.D. in the proper box.



COMMISSION LETTER

The entity that eventually pays the commission is usually a title company, although it can be the lender. In every case, the entity that pays the commission requires “a commission letter” from the involved real estate company. A sample copy is made available in our agent onboarding process in the Agent Tools shared folder. This letter will be filled out by our associates and sent to the title company. We ask that a copy also be saved in the shared transaction file.

We do not have a company policy that sets the commission to be charged. The commission is determined by the agent and the client/customer.



SAMPLE



Kansas City Realty Services Commission Instructions

Date: To: Agent Name:

Regarding:

Address:

COMMISSION BASED ON:

Net Sale Price: \$

Gross Sale Price: \$

PLEASE DISTRIBUTE COMMISSION AS FOLLOWS:

Listing Commission: \$

Selling Commission: \$

Total Commission: \$

Total Commission: \$

Total Commission to Kansas City Realty Services LLC: \$

Please send checks and a copy of the fully signed settlement statement to our office at the address below:

Kansas City Realty Services, LLC

4449 Jarboe Street, Kansas City, MO 64111

If you have any questions, please contact Peyton Young at 913-961-2775 or email peyton@kansascityrealty.net. Thank you.

EXPIRED LICENSES

It is the responsibility of the licensee to renew their license before the expiration date provided by either KREC or MREC. The supervising broker will do everything possible to give the licensee suitable warning when their license is about to expire but can not renew an agents license for them. In the event that an agent lets their license expire they must immediately STOP ALL LICENSEE ACTIVITIES. All of their current files will be handled by the broker until the licensee is able to renew license.

It would be best practice to make sure your license is renewed well before its expiration date. This will allow you to remedy any errors or issues in your renewal application before your license reaches expiration. If you need help working through your renewal application please reach out to your supervising broker.

FILE REVIEW & COMPLETION PROCESS

Once a contract becomes active, you have ten days to notify the brokerage. If you fail to submit any contracts or exclusive agency agreements within this time frame, you could be subject to a \$100 fine. File submission is done through forms in your agent portal.

Once a transaction closes, you must turn your full file into the Operations Manager. A checklist of what is needed for each file is available for download in the Agent Tools folder. This is the only way for the office to review the file promptly in order to ensure completeness and correctness of the documents. The completed file will be reviewed by our Operations Manager to ensure that the file is complete and all forms are completely filled out where necessary.

Once the file has been reviewed, the Operations Manager will email back any corrections to the agent so they can work with the co-op agent or title company to correct. Once the completed and reviewed file are turned in to the Operations Manager, the brokerage will release the agent's commission through ACH so that the commission may go directly into the agent's account or notify the agent a check is ready for pick up.

If there are any questions regarding a file, it is best to communicate with either your broker or Operations Manager.