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## Advertising Descriptions

Must not contain anything that pertains to religion or race.

A sneaky violation is anything that pertains to “walking” or “walk.” According to Fair Housing, this discriminates against people who are handicapped. A better alternative is “Close by” or “around the corner.”

Another sneaky one is “Mother-Daughter.” A better alternative is “Bonus Unit”

If an owner holds a real estate license, this must be disclosed in the advertising description.  
Example: “Owner holds a NJ real estate salesperson license.”

## Advertising Requirements

According to the state of New Jersey, the following must be displayed on all business cards, signage, advertising flyers, signs, etc.

1. These two Logos (Fair Housing, and Realtor/MLS)



2. Keller Williams City Views Logo:



3: Office Phone Number clearly designated. Can be abbreviated if you wish.

Example 1:

Office:201) 592-8900

Cell:xxx-xxx-xxxx

Example 2:

O:201) 592-8900

C: xxx-xxx-xxxx

4. Your license type must be stated.

For Salesperson License: Salesperson, Sales Associate, Licensed Real Estate Salesperson

For Broker License: Broker-Salesperson or Broker Associate

Note: Just writing “Realtor” or “Realtor Associate” or “Agent” is a violation according to the state because it does not designate your license type. For instance, a Realtor can be a Broker or a Salesperson.

5.

The Keller Williams City Views logo must be in a bigger and more prominent place than your group/team logo (if you have a group/team).

Example from another brokerage:



6. The words “Each office independently owned and operated”

## Advertising Guidelines - New York State

<https://www.nysar.com/legal/key-legal-issues/advertising-guidelines>

# Raffles

Raffles are not legal in NJ.

# Email Signatures

According to the state, email signatures must have an office address, office phone number, license type, and full name of our office displayed. Office phone number and cell phone number must be clearly designated.

## **Examples for License Types:**

### **Salesperson License:**

Jane Doe | Salesperson, Sales Associate, Licensed Real Estate Salesperson (one of the 3)  
Keller Williams City Views Realty

O: 201) 592-8900 | C: (201) xxx-xxxx  
E: jane@kw.com

### **Broker License:**

Jane Doe | Broker Associate or Broker Salesperson (one or the other)  
Keller Williams City Views Realty

O: 201) 592-8900 | C: (201) xxx-xxxx  
E: jane@kw.com

Note: Just writing "Realtor" or "Realtor Associate" is a violation according to the state because it does not designate your license type.

For instance, a Realtor can either be a Broker or a Salesperson.

# Submitting Documents the Correct Way

\*This is just a quick cheat/sheet guide. You must take Chris' class on Dotloop to get up to speed\*

Always submit documents to be signed and approved to “Admin KW City Views.”

Once your documents are prepared, click “Submit for Review”. A box with 2 columns will appear. In the left column choose “Listing Paperwork” In the right hand column choose “Listing Paperwork” again from the drop down menu.

Once you submit your documents, you are done. There is no need to follow up to remind the staff or myself.

If you feel your document has been missed, go into the loop and resubmit it for the Broker or reshare for others. This way it comes up to the top of the feed and you will get your document signed much quicker.

## Dotloop and Document Checklist

[See Link Here](#)

## Supra Boxes

1. [Link to Download](#) - this is for the mobile app for Supra Boxes.
2. This is a handy spreadsheet to keep track of your boxes, the codes, and the location of the lockboxes.
  - a. [Link to Spreadsheet](#) - click on file and make a copy in your Google Drive
3. A good practice is to write the MLS on the Lockbox in a magic marker to let agents who are showing your listing know which MLS the Lockbox is assigned to.

### **GSMLS Supra Boxes**

- Letter from Broker is required. Send an email to [edwardkim@kw.com](mailto:edwardkim@kw.com) with how many GSMLS Lockboxes you need and a letter will be sent to you for you to present.
- You then go to the branch office and then pay for the lockbox direct.

### ***Locations:***

17-19 Route 10 East Parsippany, NJ

204 Berdan Ave Wayne, NJ

375 Broad St. Bloomfield, NJ

### **NJMLS Supra Boxes**

- Letter from Broker is required. Send an email to [edwardkim@kw.com](mailto:edwardkim@kw.com) with how many NJMLS Lockboxes you need and a letter will be sent to you for you to present.
- You then go to the branch office and the market center will be charged for the lockboxes.
- This charge will appear on your next monthly statement to reimburse the market center.

### **Locations:**

New Jersey Multiple Listing Service, Inc.

1099 Wall Street West

Suite 352

Lyndhurst, NJ 07071

(Only open Monday - Wednesday)

New Jersey Multiple Listing Service, Inc.

160 Terrace Street

Second Floor

Haworth, NJ 07641

### **Hudson County MLS Supra Boxes**

- Letter from Broker is required. Send an email to [edwardkim@kw.com](mailto:edwardkim@kw.com) with how many GSMLS Lockboxes you need and a letter will be sent to you for you to present.
- You then go to the branch office and then pay for the lockbox direct.
- Located at 110A Meadowlands Pkwy #103, Secaucus, NJ 07094

## Dotloop - upload documents to e-sign guide

If you need something signed, it is your responsibility to upload it to the e-sign software and send it to the party to e-sign.

[Link to Video Tutorial](#) - this is how you use Dotloop to do this.

## Handling Offers as a Listing Agent

As a listing agent and when you receive offers, the best response to an agent that has emailed you an offer is:

“Thank you for your offer. Your offer has been received and submitted to the owner. I will keep you updated on the next steps.”

This will get the agent off your back. It will also give the agent confidence that the offer has been submitted and handled fairly. It greatly diminishes the possibility of them complaining and wasting your time later on with a crusade if they do not get the winning bid.

Per NJ Law, offers have to be submitted right away to the owner.

**Opra Requests** When you are listing or selling a property it is recommended that you look at the public records pertaining to the property. To do that you need to make an OPRA request.

[OPRA Request](#) - keep this link bookmarked.

This is a quick link to submit OPRA requests.



## Licensed vs. Unlicensed Assistants

[Link to Guidelines](#)

## Looking up an Agent's License Information

[New Jersey Link](#)

[New York Link](#)

## Inside Credit.com - Running Credit and Background Checks

Inside Credit has created a **secure** SSL encrypted link with the special pricing for our Preferred Pricing Customers. The email and link can be shared with the applicant and other agents in your office.

**Request Link:** <https://insidecredit.com/rapid-report-preferred/>

Pricing:

Credit Report: \$20

Criminal Search: \$25

Eviction Search: \$15

Credit, Criminal and Eviction: \$35

phone: 1-201-880-1346 fax: 1-201-880-1345

Inside Credit Provides Credit Reports, Criminal and Eviction Searches, for landlords, property managers, real estate agents, human resource professionals, employers, recruiters and individuals hiring household care, childcare & eldercare.

**Inside Credit processes your requests 7 days a week 9am - 8pm EST**

There is a liability risk with sending these reports around (identity theft risk, privacy concerns, etc). You assume all liability if you send these out.

The best way to present these reports is to read the report off to the person you are presenting it to on the phone. If they want to see/review the report, you can always meet with them to present in person. Face-time or video chat is a good avenue as well to save travel time if they want their own eyes on it.

## Window Guards

[All about window guards](#)

## Pet Fees

A landlord in NJ may charge a higher rent for pets but not a one time fee. They can charge a pet deposit too ONLY IF the total deposit (security + pet deposit) does not exceed 1.5 months of rent. If you are representing the landlord, the safest way to navigate this is just charging a higher monthly rent for pets. A Security deposit can never be more than 1.5 month's rent.

## Pocket License

The state of New Jersey requires you to keep a copy of your license on you. It's commonly called a "Pocket License."

### **You can do this two ways**

1. Print it Out
2. Have a copy on your Phone

[Click Here to Access Your Pocket License](#)

## Find your NRDS #

<https://login.connect.realtor/#!/forgotmember>

## Garden State MLS Application

- 1) [Fill this form out](#)
- 2) Send to me to e-sign
- 3) Email completed applications to [membership@gsmls.com](mailto:membership@gsmls.com)

## Letter of Intent (LOI) Template

1. [Click on this link](#)
2. Make a copy in your google drive

## IDX Setup for Websites

GSMLS

[See Instruction Page](#)

NJMLS

[See Instruction Page](#)

## Fair Housing Guidelines - NY State

[Link Here](#)

## Process of Under Contracts

### **When Deal is Under Contract**

1. Fill out the Greensheet
  - a. This helps our company with forecasting and a good habit to get into
2. Upload everything into dotloop including attorney letters, riders, copies of deposit checks.

## NAID Number

NJ NAID # is: CRNGIE2947

NY NAID # is: CRNGRL2947

What is a NAID number? A NAID number is a unique Name Address Identification Number issued by HUD.

This number allows agents and brokers to submit bids on behalf of prospective buyers of HUD homes. But please note that only the selling broker is allowed to obtain a NAID number and agents must use their selling broker's NAID number to submit bids

## Estate Sales

Only the executor has the right to sign.

Our market center requires a copy of the legal document stating that they have the right to sell it. Please place this in Dotloop for our records. This could be in the form of Letters Testamentary or General Power of Attorney.

## Office w9

[See a Copy of Our Office w9 here.](#)

This is used to send to other brokerages when we are executing Referral deals.

Example: Other offices will need our w9 in paying us for tax purposes.

## Commission Statement Template

[Copy of Commission Statement Template](#)

1. Click on File and Save a Copy to your Google Drive.

## Monmouth County MLS Application

[Link Here](#)

