

Transaction Services



As your business grows, managing the details and complexities of each transaction can quickly take your time and focus away from clients and achieving your production goals. PorchLight's Transaction Services offer the level of support you need to keep your business on track.

ESSENTIAL TC SERVICES

(formerly Premium TC services)

Our Essential TC Services help to free up more time and keep your deals on track with assistance from a licensed, in-house Transaction Coordinator (TC). Includes under-contract processing, title management and more.

ELITE TC SERVICES

(formerly BA services)

Want more comprehensive support? Our Elite TC Services provide elevated, more proactive transaction services that are catered to your preferences so you can focus on clients and sales, not paperwork.



Sell Side Transaction Services

TRIGGER EVENT TASK	ESSENTIAL TC (formerly Premium)	ELITE TC (formerly BA)	ESTIMATED RESPONSE TIMES*	
			ESSENTIAL	ELITE
1. AFTER LISTING IS SUBMITTED				
Check listing agreement fully executed and enter expiration date in Connect2	✓	✓		
Order O&E, Buildfax & moving box kit if applicable		✓		
Email seller intro email	✓	✓	2 – 6 hours	1 – 4 hours
Email seller to start gathering due diligence information		✓		
Email seller “Getting to Know You” and “Top 10 Things About Your Home” questionnaires as requested		✓		
Save PDC in Connect2	✓	✓		
Check in CTM for disclosures; prep any missing disclosures; upload to Connect2; add wire fraud in docs management	✓	✓		
Send disclosures to seller through CTM—SPD, SOW, WF, CI and LBP (based on agent preference)	✓	✓		
If agent prefers to handle disclosures themselves, email agent that docs and disclosures are prepped for review	✓	✓		
Check if there is a referral agreement—if so, upload doc	✓	✓		
Request front photo from agent OR order photography for marketing and coming soon as needed		✓		
Order coming soon social media graphic (and 100 coming soon postcards if required) as requested		✓		
2. LISTING SERVICES CALENDAR				
Confirm dates with agent before emailing client LS calendar		✓		
Email seller LS calendar	✓	✓		
Set up coming soon MLS based on agent preferences		✓		
3. FLOORPLAN FOLLOW-UP				
Receive floorplans, calculate square footage, send to ASM and agent and confirm square footage to use	✓	✓		
Prep square footage disclosure with calculated measurements and SOW if applicable—send for seller signatures in CTM	✓	✓		
4. UPDATED LS CALENDAR				
Email seller updated LS calendar	✓	✓		

*These response times can only be met once we have all needed pertinent information to proceed.

TRIGGER EVENT TASK	ESSENTIAL TC (formerly Premium)	ELITE TC (formerly BA)	ESTIMATED RESPONSE TIMES*	
			ESSENTIAL	ELITE
5. MARKET DATE				
Begin MLS input, add MLS # to Connect2, email agent the MLS is started and to confirm list price	✓	✓		
Upload floorplan to MLS photos OR supplements	✓	✓		
Upload virtual tour and photos in MLS	✓	✓		
Update ShowingTime with showing instructions with property photo	✓	✓		
Check CTM for signed disclosures; upload to MLS supplements; request signatures	✓	✓		
Email active MLS report to agent	✓	✓		
Make sure all listing documents are signed and uploaded into Connect2	✓	✓		
AS NECESSARY				
Request for amend/extend	✓	✓	2 – 6 hours (done same day if received by 3pm)	1 – 4 hours (done same day if received by 4pm)
Listing price drop—update MLS, send out notice to trigger all marketing tasks	✓	✓	2 – 6 hours	2 – 4 hours
Upload documents to file	✓	✓	Within 3 business days	Within 3 business days
Non CREC documents sent out for signatures	✓	✓	Within 2 business days (unless property is closing—agent should communicate urgency to TC)	Within 2 business days (unless property is closing—agent should communicate urgency to BA)
6. ACCEPTANCE				
Receive and approve UC submission	✓	✓		
Check CTM for contract, counter, amendments—download all documents	✓	✓		
Check deadline dates; update CTM status to under contract	✓	✓		
Create buyer folder in CTM; add names; share disclosures with buyer agent	✓	✓		
Update contacts in closing MLS information tab and eContact sheet and save PDF	✓	✓		
Update MLS status to under contract, upload to C2	✓	✓		
Add dates to deadline tracker; upload contract, counter, amendments, disclosures; make notes in Connect2 for incomplete items, items sent for signatures, MB notes, etc.	✓	✓		
If MEC dates, email agent calendar link from CTM with confirmation of converted deadlines	✓	✓		

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TRIGGER EVENT TASK	ESSENTIAL TC (formerly Premium)	ELITE TC (formerly BA)	ESTIMATED RESPONSE TIMES*	
			ESSENTIAL	ELITE
Receive and review title commitment—note any mortgage payoff/liens/BK/ILC requirement; notify agent/client/title; request documentation needed and provide title info directly to client		✓		
Email client contract calendar, UC explanation/next steps docs & CTM calendar	✓	✓	2 – 6 hours	1 – 4 hours
Email title: order title, HOA docs and request special agency form for seller, send CDA/Contact Sheet, contract docs, request commission to be wired	✓	✓		
Email buyer's agent: TC introduction, title info, and share disclosures	✓	✓		
Email client updated contract calendar & CTM calendar if necessary	✓	✓		
Review auto-populated dates in SSR (Sign & Staging Removal) order and email to PLS	✓	✓		
Once SSR is scheduled, forward confirmation & schedule to agent	✓	✓		
Receive showing notifications from ShowingTime for inspection and appraisal		✓		
Send agent Connect2 snapshot showing status of UC documents	✓	✓		
7. UPDATED SSR (IF NECESSARY)				
Send updated SSR to PLS	✓	✓		
8. EARNEST MONEY				
Upload earnest money receipt	✓	✓		
Receive inspection schedule and add to calendar, send to client		✓		
Request due diligence (per the contract) from seller		✓		
Verify HOA docs ordered/received from title—upload and share in CTM (per agent preference)	✓	✓		
Send seller payoff request from title		✓		
9. INSPECTION OBJECTION				
Upload inspection objection and reports	✓	✓		
Request ILC if required		✓		
10. INSPECTION RESOLUTION				
Upload inspection resolution or amend, check CTM for any other amends, signed disclosures and request missing signatures; if amends change dates, update both CTM and Connect2	✓	✓		
Email agent with Hub link to order post inspection gift (BA orders)	✓	✓		
If there is an amend offering credit, changing price, or concessions email to title	✓	✓		

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TRIGGER EVENT TASK	ESSENTIAL TC (formerly Premium)	ELITE TC (formerly BA)	ESTIMATED RESPONSE TIMES*	
			ESSENTIAL	ELITE
Notify agent of appraisal date/time (scheduled through ShowingTime or email notification), request appraiser comp package from listing agent, forward to appraiser if requested		✓		
Request available closing times to schedule closing & confirm walkthrough; add to agent calendar as requested		✓		
If necessary, send U/C files to MB for review	✓	✓		
Order just sold social media graphic		✓		
Order moving announcement social media graphic		✓		
Send agent Connect2 snapshot showing status of UC documents—include appraisal deadline reminder	✓	✓		
Get seller's forwarding address and order printed label sheet for buyer at closing as requested		✓		

11. 5 DAYS BEFORE CLOSING DATE				
Email agent confirming closing/date time and ask if client wants a reminder email; send link to order a closing gift, just sold graphic & moving announcements—OR BA orders all automatically (BA only)	✓	✓		
Check CTM for missing documents/signatures, place CTM disclosures/docs in docs management from co-op agent via link in CTM, upload to Connect2	✓	✓		
Confirm Commission information in Connect2 is correct, send title updated CDA if necessary, email commission wire reminder & confirm wire instructions	✓	✓		
Verify title has amends with credits, cash concessions or price changes	✓	✓		
If a referral, email W9 request to referring agent and forward to accounting, add referral agreement to file	✓	✓		
Request receipts for inspection items from seller—share with buyer agent and upload to file		✓		
Receive settlement statement—check commission amount matches CCF and CDA; verify title has amends with cash concessions, confirm commission concessions and credits are listed		✓		
Confirm receipts/home warranty or other payments are showing as applicable	by request only	✓		
Email client closing reminder, seller to-dos & important contacts	✓	✓		
Email social media review (check agent preferences for additional links and info)		✓		
Send agent Connect2 snapshot showing status of closing prep documents	✓	✓		
Send closing form link—day before or morning of closing		✓		

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TRIGGER EVENT TASK	ESSENTIAL TC (formerly Premium)	ELITE TC (formerly BA)	ESTIMATED RESPONSE TIMES*	
			ESSENTIAL	ELITE
12. CLOSING DATE				
Confirm receipt of wire; email accounting commission info	✓	✓	2 – 6 hours [†]	1 – 4 hours [†]
Forward wire confirmation email to agent	✓	✓		
Receive closing docs packet: check for signatures, request missing signatures	✓	✓		
Transaction “Thank You” to all parties	✓	✓		
Change MLS to sold—upload to Connect2	✓	✓		
Email Visutour—deactivate property tour & attach MLS sold sheet	✓	✓		
Change CTM to sold, upload all documents to docs management per agent preference	✓	✓		
Send closed files to MB for final review	✓	✓		
Send agent final document status—confirmation file is processed, closed and complete	✓	✓		
13. 7 DAYS AFTER CLOSING				
Email client copy of all documents	✓	✓	within 5 – 7 business days of MB approval	
Update CRM, add marketing/follow-up plan reminders, remove housiversary for property if applicable		✓		
TERMINATED				
Receive notice to terminate and earnest release—send to seller for signatures; upload docs & terminate deal in Connect2	✓	✓	3 – 6 hours	2 – 4 hours
Email title of status change	✓	✓		
Update MLS status after receiving approval from agent—upload to Connect2	✓	✓		
Email notification of SSR withdrawal to PLS	✓	✓		
Change status in CTM, remove calendar deadline (agent calendar/CTM); upload all docs from terminated file in CTM folder for terminated buyer	✓	✓		
Send MLS sheet, back on market info to ASM/agent	✓	✓		
WITHDRAWN				
Email SSR to PLS	✓	✓		
Change MLS status to withdrawn—upload to Connect2	✓	✓		
Deactivate Visutour	✓	✓		
EXPIRED				
Alert agent 7 days prior to expiration date to get extension or withdraw listing	✓	✓		
Email SSR to PLS	✓	✓		
Change MLS status—upload to Connect2	✓	✓		
Deactivate Visutour	✓	✓		

[†] If wire is different than CDA, additional time & research is required.

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Buy Side Transaction Services

TRIGGER EVENT TASK	ESSENTIAL TC (formerly Premium)	ELITE TC (formerly BA)	ESTIMATED RESPONSE TIMES*	
			ESSENTIAL	ELITE
1. NEW BUYER				
Verify buyer is in CRM or add to CRM		✓		
Prep or verify buyer agency is signed—if not, request signature		✓		
Create lead-based paint forms & packet in CTM	✓	✓		
Email buyer “Getting to Know You” questionnaire as requested		✓		
Assist in setting buyer showings as requested		✓		
2. AFTER CONTRACT IS SUBMITTED				
Check CTM for BA, contract, counter, amendments, disclosures; add wire fraud disclosure if not already uploaded; download all completed documents and upload to Connect2	✓	✓		
Check deadline dates; update CTM status to under contract	✓	✓		
Update closing & MLS information, eContact sheet and save	✓	✓		
Pull U/C MLS report & PDC from MLS—upload to Connect2	✓	✓		
Add dates to deadline tracker; make notes in Connect2 for incomplete items, items sent for signatures, MB notes, etc.	✓	✓		
If MEC dates, email agent calendar link from CTM with confirmation of converted deadlines	✓	✓		
Email client contract calendar, UC explanation & CTM calendar	✓	✓	2 – 24 hours (contract will be processed within 1 business day, except new builds)	1 – 24 hours (contract will be processed within 1 business day, except new builds)
Email listing agent TC Introduction	✓	✓		
Email lender TC introduction and title info	✓	✓		
Email title CDA form and ask for EM receipt; request commission to be wired	✓	✓		
Email client updated contract calendar & CTM calendar if necessary	✓	✓		
Send agent Connect2 snapshot showing status of UC documents	✓	✓		
AS NECESSARY				
Request for amend/extend	✓	✓	2 – 6 hours (done same day if received by 3pm)	1 – 4 hours (done same day if received by 4pm)
Upload documents to file	✓	✓	within 3 business days	within 3 business days
Non CREC documents sent out for signatures	✓	✓	within 2 business days (unless property is closing—agent should communicate urgency to TC)	within 2 business days (unless property is closing—agent should communicate urgency to TC)

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TRIGGER EVENT TASK	ESSENTIAL TC (formerly Premium)	ELITE TC (formerly BA)	ESTIMATED RESPONSE TIMES*	
			ESSENTIAL	ELITE
3. EARNEST MONEY				
Upload earnest money receipt	✓	✓		
Send disclosures to buyer with explanation and request signatures in CTM	✓	✓		
Receive inspection schedule and add to agent calendar		✓		
Request HOA and due diligence docs from listing agent	✓	✓		
Receive and share HOA docs (or verify buyer has received)		✓		
4. INSPECTION OBJECTION				
Upload inspection objection and reports	✓	✓		
Receive and review title commitment—note any mortgage payoff/liens/BK/ILC requirements; notify agent/client/title; request documentation needed and provide title info directly to client		✓		
Request ILC if required		✓		
5. INSPECTION RESOLUTION				
Upload inspection resolution or amend, check CTM for any other amends, signed disclosures and request missing signatures; if amends change dates, update both CTM and Connect2	✓	✓		
Upload any amends or new disclosures	✓	✓		
Email agent asking if they want a post inspection gift with Hub link (BA orders when requested)	✓	✓		
Email lender appraisal status update	✓	✓		
Get title availability for closing, email closing times and walkthrough reminder to schedule to agent and buyer		✓		
If necessary, send U/C files to MB for review	✓	✓		
Send agent Connect2 snapshot showing status of UC documents—include appraisal deadline reminder	✓	✓		
6. APPRAISAL OBJECTION				
Confirm appraisal complete and copy received by buyer	✓	✓		
7. 5 DAYS BEFORE CLOSING				
Email agent confirming closing/date time and ask if client wants a reminder email; send link to order a closing gift, happy buyer graphic & moving announcements OR order standing closing gift per agent preferences (BA only)	✓	✓		
Check CTM for missing documents/signatures, place CTM disclosures/docs in docs management from co-op agent via link in CTM, upload to Connect2	✓	✓		
Email agent to confirm scheduled walkthrough; add to calendar as needed		✓		
Confirm commission tab is correct, send title updated CDA if needed, email commission wire reminder & confirm wire instructions	✓	✓		

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TRIGGER EVENT TASK	ESSENTIAL TC (formerly Premium)	ELITE TC (formerly BA)	ESTIMATED RESPONSE TIMES*	
			ESSENTIAL	ELITE
Verify title has amends with credits, cash concessions or price changes	✓	✓		
If a referral, email W9 request to referring agent and forward to accounting, add referral agreement to file	✓	✓		
Check CTM for inspection items receipts—if none, email request to listing agent; upload to file if received	✓	✓		
Collect inspection receipts and home warranty info; send copies to buyer & agent		✓		
Email client closing reminder & important contacts (if they don't want closing reminder, just email important contacts)	✓	✓		
Order happy buyer social media graphic		✓		
Order moving announcement social media graphic		✓		
Verify title has amends or resolution with cash concessions only		✓		
Receive settlement statement, confirm commission, concessions and credits		✓		
Email social media review (check agent preferences for additional links and info)	✓	✓		
Send agent Connect2 snapshot showing status of closing prep documents	✓	✓		
Send closing form link—day before or morning of closing		✓		

8. CLOSING DATE				
Confirm receipt of wire, email accounting commission info	✓	✓	2 – 6 hours [†]	1 – 4 hours [†]
Forward wire confirmation email to agent—ask for any remaining closing docs	✓	✓		
Receive closing docs packet: check for signatures, request missing signatures	✓	✓		
Upload MLS sold sheet to Connect2	✓	✓		
Change CTM to sold, upload all documents to docs management per agent preference	✓	✓		
Email transaction “Thank You” to all parties	✓	✓		
Send closed files to MB for final review	✓	✓		
Add housiversary to Google calendar per agent preference		✓		
Send agent final document status—confirmation file is processed, closed and complete	✓	✓		

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TRIGGER EVENT TASK	ESSENTIAL TC (formerly Premium)	ELITE TC (formerly BA)	ESTIMATED RESPONSE TIMES*	
			ESSENTIAL	ELITE
9. 7 DAYS AFTER CLOSING				
Email client copy of all documents	✓	✓	within 5 – 7 business days of approval by MB	within 5 – 7 business days of approval by MB
Check that buyer info is updated in CRM after closing—check birthday and housiversary are entered and “remind me” is checked for housiversary & follow-up automatic reminders (2 months, 6 months, 1 year & repeat annually for 5 years)		✓		
Set referral type if not set in CRM; start marketing plan as requested		✓		
Mail thank you/congrats card with personal note to client and listing agent, per agent preferences		✓		
Gathering & posting of client testimonials		✓		
TERMINATED				
Upload EM release and notice to terminate to Connect2	✓	✓		
Email all parties the fully executed EM release and notice to terminate	✓	✓	within 1 business day	within 1 business day
Change status in CTM—per agent preference	✓	✓		

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TRANSACTION SERVICES PRICING

AVAILABLE SERVICES*	COMMISSION PLAN	
	PARTNER/RELATED TEAM/EXECUTIVE	UMBRELLA
ESSENTIAL TRANSACTION SERVICES	\$350/transaction	INCLUDED
ELITE TRANSACTION SERVICES	\$500/transaction**	\$300/transaction

*All services require a one-year commitment (agents can level up to a higher level of service at any time but cannot decrease transaction service level until their next commission anniversary date). **Must have LTM production of at least \$5M to qualify for Elite TC Services.



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