



# Pine Barrens Realty – Standard Operating Procedure (SOP)

**Location:** 82 East Main Street, Suite 3, Patchogue, NY  
**Effective Date:** 1/1/2020

## 1. Purpose

This SOP outlines the standard procedures and expectations for all agents and staff at Pine Barrens Realty to ensure consistent, professional, and compliant real estate services in New York.

## 2. Office Hours & Availability

- Office hours are Monday–Friday, 9:00 AM – 5:00 PM (Sat & Sun by appointment).
- Agents are expected to be responsive to clients, calls, and emails within a reasonable timeframe, including evenings and weekends when necessary.

## 3. Licensing & Compliance

- All agents must maintain an active New York State real estate license.
- Agents must adhere to all NYS real estate laws, Fair Housing regulations, and ethical standards.
- Continuing education requirements must be completed on time.

## **4. Listings Procedure**

- All listings must be entered into the MLS within required timeframes.
- Accurate property details, photos, and disclosures are mandatory.
- A signed listing agreement must be obtained prior to marketing.
- Lockbox and showing instructions must be properly set up.

## **5. Buyer Representation**

- All buyers must sign a buyer representation agreement where applicable.
- Agents must pre-qualify buyers before scheduling showings.
- Provide guidance through the offer, negotiation, and closing process.

## **6. Marketing Standards**

- All marketing materials must be professional, accurate, and compliant with NY regulations.
- Online listings, social media, and print advertising must include brokerage identification.
- Misleading or false advertising is strictly prohibited.

## **7. Transaction Management**

- All contracts must be submitted to the broker promptly.
- Maintain complete and accurate transaction files (digital or physical).
- Key dates (inspections, mortgage, closing) must be tracked and communicated.

## **8. Client Communication**

- Maintain regular communication with clients throughout the transaction.
- Provide updates on market activity, offers, and transaction progress.
- All client information must be kept confidential.

## **9. Commission & Compensation**

- Commission splits and payments are handled per agent agreement.
- No commissions are paid until the transaction has closed and funds are received.

## **10. Professional Conduct**

- Agents must conduct themselves with integrity, honesty, and professionalism at all times.
- Cooperation with other agents and brokers is expected.
- Disputes should be brought to the broker for resolution.

## **11. Office Policies**

- Maintain a clean and professional office environment.
- Use company systems, CRM, and tools as directed.
- Unauthorized use of brokerage branding or materials is prohibited.

## **12. Amendments**

This SOP may be updated at any time by the broker to reflect changes in law, policy, or business operations.