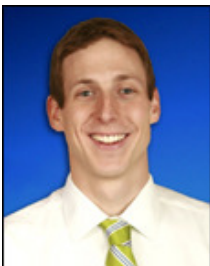


# Seller Service Pledge

As your listing agent, I am dedicated to providing you with professional, integral, and responsive service. This is not something I simply say, I put it on paper. My company and I agree to perform the following:

- ✓ Present this service pledge and provide you with testimonials from past clients. **I promise to treat your house and money as if it were my own.**
- ✓ Provide a market analysis and discuss the current market conditions to help determine the most effective listing price for your property. **You decide what price your home will be listed for.**
- ✓ Install RMLS designated LOCKBOX for your security. **Only Realtors can access this system.**
- ✓ The real estate market has dramatically changed in the last 5 years. Although the consumer's needs have not changed, the channels to reach them have. My marketing plan consists of using the most efficient and proven methods to ensure the sale of your home.
  - **Input property into the RMLS with multiple photos** - this is critical for today's buyer.
  - **Century 21 Gold Post and Sign** – the number one name in real estate, world-wide.
  - **Promotional Flyers** – leading to more information about your property on my website.
  - **Property Information Binder** – provides that personal touch for potential buyers.
  - **World-wide Internet Exposure** – over 90% of buyers search for homes online.
  - **Local Publication Exposure** – full color REB ad and also on local Craigslist site.
  - **Top Agent Prospecting** - contacting of agents with clients whose needs match the home.
  - **“In-House” Promotion** – our office is 75% of local market, and in top 5% of the nation.
  - **My Buyer Specialist** - will ensure a quick response to all inquiries on the property.
- ✓ Communicate on a weekly basis to continue to review local market conditions, procedures, and make recommendations designed to help you keep up with our changing market. **You will always know the status of your home in relation to the market.**
- ✓ Submit to you all written offers as presented; assist with negotiations; and provide an estimate of your net sales proceeds prior to acceptance. **You will know what your NET proceeds are.**
- ✓ Upon accepting an offer, assist with all activities associated with the closing of the transaction that I am permitted by law or local practice. **This is where you need a strong Realtor the most!**
- ✓ If at any time you are not 100% satisfied with my service, provide written notice and I will cancel the listing agreement. **Your satisfaction with my service is all that matters.**



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x \_\_\_\_\_

Date \_\_\_\_\_