

SELLER SERVICES GUARANTEE

Seller(s): _____
 Seller(s) Address: _____
 Phone: Home _____ Office: _____ Mobile: _____
 E-Mail: _____

This Seller Services Guarantee is the commitment that Coldwell Banker Heritage House Realtors and your Coldwell Banker Sales Associate will perform their services stated below as a part of the exclusive listing agreement.

MARKETING

Competitive Market Analysis

We will provide you with a current Competitive Market Analysis and assist you in determining the most effective list price for your property.

Marketing Action Plan

We will present a customized, written Marketing Action Plan to market your property and explain and discuss with you all our various options.

Home Enhancement

Together we will look at your home and make suggestions that will 'wow' a buyer. We are experts in home enhancement.

Direct Marketing

We will distribute promotional materials on your property to key market areas to attract potential buyers.

Coldwell Banker Yard Sign

We will place a Coldwell Banker yard sign on your property to help generate calls from prospective buyers.

Coldwell Banker Action Team

We will present your property to your Coldwell Banker sales team. We will share with you the team's recommendations to help realize the best price for your property.

Promotion to Other Brokers

We will promote your property to all other Brokers and Sales Associates in the area.

Multiple Listing Service

We will prepare a plan for your property to appear in the local Multiple Listing Service. The information will be submitted by the selected date for the property's debut on the market to achieve maximum impact.

National and Local Advertising

We will review with you how our national and local internet, print, radio and TV advertising will help attract buyers.

Coldwellbanker.com

We will make information about your property available on our award-winning Web site, and promote it online - 24/7.

Home Finding Process

We will review your sale from the buyers perspective. What is the buyer thinking, how do they 'view' your house and what happens between contract and closing.

Marketing Activity Report

We will provide you with a Marketing Activity Report on a regular basis to inform you of any new listings or sales, buyer activity and the actions we have taken to market your property.

CUSTOMER SERVICE

Personal and Timely Response

We will return your phone call or e-mail within 24 hours or less and provide you with a weekly progress report on the promotion of the sale of your property.

Seller Disclosure

We will present your written disclosure regarding the condition of your property to buyer prospects and assist them in preparing an offer. You will keep me informed of any changes in the property and keep the information current on the disclosure form.

Purchase Offers

We will review all purchase offers as they are presented, and we will negotiate as per your instructions.

Closing the Sale

We will monitor and inform you of the progress of the transaction.

FINANCING

Financing Alternatives

Prior to showing your property, we will encourage prospective buyers and their representatives to get loan pre-approval. We will also discuss the impact of various financing alternatives with you.

Estimated Net Proceeds

We will furnish you with an estimate of the proceeds you can expect from the sale of your property.

COUNSELING SERVICES

Representation

We will review with you how we will legally represent you. This will be discussed and clearly presented for your consideration.

OTHER SERVICES

Coldwell Banker Home Protection Plan

We will provide you with information regarding a warranty on the operating systems of your house to increase the marketability of your property and help reduce your liability to the buyer.

Should Coldwell Banker Heritage House Realtors not perform the services as stated above, you are entitled to terminate the exclusive listing agreement on your property. Please keep in mind that state and local regulations and practices may restrict some services. Written termination must be presented by you to the Office Manager. You also agree to provide Coldwell Banker with an opportunity to correct the situation within a 24 hour period following delivery of the termination notice, if the exclusive listing agreement with you is terminated, the termination provisions of the exclusive listing agreement shall apply.

Seller _____ Date _____
 Seller _____ Date _____
 Broker Associate _____ Date _____

