

# SELLER SERVICES GUARANTEE

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

This **Coldwell Banker** Seller Services Guarantee is the commitment that **Coldwell Banker** \_\_\_\_\_ and your **Coldwell Banker** Sales Associate \_\_\_\_\_ will perform the services stated below as part of the exclusive listing agreement on your property.

## 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. This may include an Open House, when appropriate, or other options like the *Blue Ribbon Preferred* program.

### Home Enhancement

We will develop a plan to enhance your property's ability to attract buyers, as described in the **Coldwell Banker** Home Enhancement Guide.

### 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 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.

### 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** FOR SALE sign on your property to help generate calls to our office from prospective buyers.

### National and Local Advertising

We will review with you how our national and local Internet, print, radio and TV advertising will help attract the greatest number of buyers to your property.

### coldwellbanker.com

We will make information about your property available on our award-winning Web site, and promote it online - 24/7 - with unique resources like *Personal Retriever*® and *My Coldwell Banker*.

### REALTOR.com®

Your property will also receive added exposure through REALTOR.com, the official Web site of the National Association of REALTORS.

### Home Finding Process

We will review the **Coldwell Banker** HomeBuyer Guidebook with you to acquaint you with the home finding and buying process from property selection to closing procedures.

### Marketing Activity Report

We will provide you with a Marketing Activity Report on a regular basis to keep you informed of competitive market conditions, buyer activity and the actions we have taken to market your property.

## CUSTOMER SERVICE

### Coldwell Banker Concierge<sup>SM</sup>

We will provide you with access to the many benefits of this unique time-saving service before, during and after the sale of your property.

### Personal Touch 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 and sale of your property.

### Seller Disclosure

We will present your written disclosure regarding the condition of your property to buyer prospects to 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 on your behalf to reach a purchase agreement with terms that are favorable and protective for you.

### Closing the Sale

We will monitor and inform you of the progress of the transaction, including the satisfaction of all contingencies and conditions during the entire transaction.

## FINANCING

### Financing Alternatives

We will provide prospective buyers written pre-approval prior to showing your property and discuss the likely impact of each alternative on your side.

### 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 represent you or the transaction. This will be thoroughly discussed and clearly presented for your consideration.

## CONTRACT GUIDANCE

### 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 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 in person to the Office Manager. You also agree to provide Coldwell Banker with an opportunity to correct the situation within a 24-hour period following the 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 \_\_\_\_\_

Sales Associate \_\_\_\_\_ Date \_\_\_\_\_

