

## Our Commitment to You

### *I will prepare you and your home for the market:*

- Help you to prioritize improvements that could result in a faster sale or a higher price.
- Develop a Comparative Market Analysis to illustrate how your home compares to other active and sold properties in your neighborhood.
- Analyze the direct competition your home will face in the marketplace.
- Assist you in setting an optimum price for your home.
- Take photographs for use in advertising, the Multiple Listing Service (MLS) and online.

### *We will market your home with proven techniques:*

- Ensure that your home is included in regional MLS systems and on numerous websites most popular among buyers.
- Oversee the advertising program for your home.
- Further publicize your home using email and websites.
- Prepare promotional feature sheets.
- Notify existing clients of your home's availability.
- Conduct open houses when appropriate.
- Use effective signage.
- Install an electronic lock-box with state-of-the-art security features to facilitate showings by other Realtors.

### *I will stay on top of the details:*

- Return all of your phone calls and emails promptly.
- Keep you informed of current market conditions and pricing.
- Make adjustments as needed.
- Follow up with agents after showings and contact you with their feedback.
- Respond in a timely fashion to all inquiries about your listing.
- Actively update your property throughout the listing period so that the agents always have current and accurate information.
- Evaluate and negotiate the best possible price and terms on all offers.
- Prepare and explain an estimate of your proceeds.
- Communicate with lenders regarding relative contingency dates to help insure loans are processed in a timely manner.
- Arrange for the appraisal, survey and title insurance.
- Monitor and communicate contingency removal dates to ensure Buyer and Seller stay in contract.
- Schedule the closing.
- Review all documents and attend the closing.

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Signature

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Signature