



Above
the
Crowd!SM

My Personal Pledge

Our homes are lifetime investments and they carry with them strong, personal ties.

I know that selling a home ranks among our clients' most important experiences and I strive to approach the task with sensitivity, concern and competence.

I believe that you should know, from the start, the kind of service that you may expect from me from now until the transaction is settled.

This is my Pledge.



The Real Estate LeadersSM



Preparing You and Your Home For the Sale

We will tour your home together.

I need to develop a solid understanding and appreciation of what your home will offer to a prospective buyer. It's your home; no one knows its features better. So please know I will be soliciting your input to develop a superior and effective marketing plan.

Prepare a first class, comprehensive market analysis of your home.

I will professionally determine the most likely selling price range for your property, within a reasonable time period, in today's market. When applicable, I will review potential problem areas and suggest improvements which will enhance the salability of your home.

Review properties that will be in direct competition with you.

All homes are unique; I will review how each home is similar or dissimilar to your home to factually evaluate your market position.

Familiarize you with homes most like yours which have recently sold.

People may ask anything for their homes. However, the price for which these homes actually sell is of paramount importance in establishing a realistic range within which your home may be expected to sell.

Work with you to develop a listing price designed to attract top price, in the shortest period, with the least inconvenience to you.

I will consider direct competition in the market, your own immediate plans and needs, seasonality, buyer vs. seller markets, and pricing in this market.

Explain marketing customs, showing procedures and selling practices.

I want you to be knowledgeable about the selling process starting with the yard sign, then the showing process, and the presentation of an offer.

Assist in finding a home in your new location.

If you are staying in the area I will help you. If you are moving away I will, at your request, have a competent broker/agent contact you from that location.



Promoting and Attracting Buyers for Your Home

Prepare a detailed marketing plan.

I will outline with you those marketing steps we mutually agree upon and keep you informed of our progress.

Consolidate the features and attractions of your home.

I will prepare a listing sheet summary describing the features of your home along with pictures.

Communicate the availability of your home to our entire company sales staff.

Most of my associates have a ready inventory of buyers and one of them may be looking for just your house.

RE/MAX "FOR SALE" sign to be placed immediately.

Instant notification to all that the sale of your home is in professional hands.

Have your home professionally photographed.

For advertising and promotional purposes.

Submission of your home to the Multiple Listing Service.

The sale of your home will be managed by me, but all area brokers will be advised of your home's availability.

Follow-up on showings.

I will attempt to contact all prospects to receive their feedback and encourage offers on your behalf.

Maintain a viable advertising program.

Your home will be included in a special advertising program assuring you of broad and continuing exposure in area media.

Keep in touch with you.

I will be in contact with you regularly to review changing conditions, adjustments to the marketing program and to provide meaningful feedback from prospects.

Work diligently to find a suitable buyer for you.

You may be assured that I will be working with you and for you, continually, until your home is sold.



Concluding the Sale for You

Promptly present all written offers to you.

You can be sure that I will contact you immediately when a signed offer is received. I will meet at your earliest convenience.

Review the contract with you.

Consistent with legal limitations, I will review the contract's terms with you. I will advise you whether specific terms and/or contingencies are ordinary and realizable in the current market. I will specifically want to review the applicability and availability of financing that your buyer is seeking.

Negotiate competently on your behalf.

I will do my very best to ensure the execution of a binding, legal contract that represents your best interest and which is completely agreeable to you.

Prepare all documents for which I am responsible.

I will promptly prepare, retain and distribute any required documents.

Cooperate fully with all parties involved.

You need only advise me and I will dutifully communicate and work with your representatives.

Responsibly account for earnest or security funds.

I will agree to hold these funds, in compliance with the laws of this state, on your behalf, to ensure contract compliance by your buyer.

Follow-up and ensure that all contract's contingencies and terms are satisfied in a timely manner; I will report any discrepancies.

I maintain a check list of pertinent activities which I review regularly to monitor compliance. I will advise you of the status of these events.

Participate in the settlement proceedings as necessary.

We attend closings, whenever possible, to assure a smooth transaction from beginning to end.

Retain a permanent record of the contract.

I will maintain a file of all pertinent documents for a reasonable period.

