

Your Home ♦ Your Life ♦ Your Family

**At Coldwell Banker Heart of America Realtors'®
our only business is delivering quality service.**

Providing real estate services to our community since 1963.

Visit cbhoa.com for all of your real estate needs.

(In 2007, Over 50 million hits, 4.5 million page views, 190,000 visits.)

***Coldwell Banker Heart of America Realtors[®]
should sell your property.***



**Coldwell Banker Heart of America Realtors[®] agents have
been involved in over 56% more sales than our nearest
competitor.**

COLDWELL BANKER HEART OF AMERICA REALTORS®
QUALITY SELLER SERVICES GUARANTEE

Seller(s) _____
 Seller(s) Address _____

This Coldwell Banker Seller Service Guarantee is the commitment that Coldwell Banker Heart of America Realtors® and your Coldwell Banker Sales Associate will perform the services outlined herein as part of the full-time listing agreement on your property.

<p style="text-align: center;">COUNSELING SERVICES</p> <p>Representation We will ensure with you how we will represent you. We will also advise you how purchase contracts, contract amendments, and property valuation and property valuations.</p> <p>Competitive Market Analysis We will provide you with a Competitive Market Analysis to assist you in determining an effective pricing strategy.</p> <p>Home Enhancement We will discuss a plan to help you enhance your property's ability to attract buyers. As described in the Coldwell Banker Home Enhancement Plan.</p> <p>Coldwell Banker Home Protection Plan We will provide you with information regarding a warranty on the operating systems of your home to increase the marketability of your property and help reduce your liability in the long run.</p> <p>Estimated Net Proceeds We will discuss with you an estimate of net net proceeds you can expect from the sale of your property.</p> <p>Marketing Action Plan We will present a customized Marketing Action Plan to market your property.</p> <p>National and Local Advertising We will ensure with you how you intend and local business, print, radio, and TV advertising will help attract the greatest number of buyer inquiries to your property.</p> <p>Coldwell Banker Concierge We will provide you with access to the many benefits of this unique team-working service. It can be used before, during, and after the sale of your property.</p> <p style="text-align: center;">FINANCING</p> <p>Loan Pre-Approval Prior to showing your property, we will encourage prospective buyers to have their applications pre-approved by a lender. We will also discuss with you the impact of various financing alternatives.</p> <p style="text-align: center;">MARKETING</p> <p>Coldwell Banker Yard Sign We will place a Coldwell Banker P.S.I.D. sign on your property to help generate calls to our office from prospective buyers.</p> <p>Coldwell Banker Sales Team We will ensure your property is photographed and photographed to our Coldwell Banker sales team to encourage early showings to financially pre-qualified buyer prospects.</p> <p>Promotion To Other Brokers We will present your property to other real estate brokers and have them advertise in the area.</p>	<p style="text-align: center;">MARKETING CONTINUED</p> <p>Multiple Listing Service Your property will be submitted to the Multiple Listing Service. Brokerage commissions will be submitted within ten business days of the effective listing date of your property.</p> <p>Direct Marketing We will discuss promotional materials about your property to see what makes us best suited for your property.</p> <p>Internet Web Sites We will create advertisements and photographs about your property written by professional writers through email marketing such as our eHome, eHome.com, the web site of Coldwell Banker Heart of America Realtors, and the Coldwell Banker website on MyReal.com (MyReal.com). We will discuss with you the Coldwell Banker website, the listing price with you of the National Association of Realtors.</p> <p>MyReal.com - the web site of the International Real Estate Association of Realtors.</p> <p>MyReal.com - the web site of the leading real estate website in the U.S.</p> <p>Seller Disclosure We will present your Seller Disclosure to be signed by the Seller upon the completion of your property. It helps provide to you the information of any changes to the property and help the information come on the disclosure document.</p> <p>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 status of your listing on the market.</p> <p style="text-align: center;">CLIENT SERVICE</p> <p>Personal and Timely Response We will ensure your property is sold within your timeline and you will provide you with a weekly progress report about the promotion and sale of your property.</p> <p>Purchase Agreements We will review all Purchase Agreements as they are presented, and we will ensure you are satisfied to reach a commitment with terms that are appropriate and protective for you.</p> <p>Closing the Sale We will ensure and assist you in the progress of the transaction, including the coordination of all contingencies and conditions being met during the transaction.</p> <p>After the Sale We will contact you and follow-up after the closing to ensure the successful completion of all contract items.</p> <p>Quality Service Assurance Survey We will offer you the opportunity to evaluate the service provided through the Quality Service Assurance Survey.</p>
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Should Coldwell Banker not perform the services as outlined herein, you are entitled to a refund of the commission on your property. Written notification must be provided to our office in writing within 90 days of the closing of your property. The refund will be provided to you within 90 days of the closing of your property. The refund will be provided to you within 90 days of the closing of your property.

Seller _____ Date _____
 Seller _____ Date _____
 Seller Attorney _____ Date _____



COLDWELL BANKER'S
Heart of America
REALTORS®, LTD.

We pride ourselves on providing quality seller services.

Each Seller receives a written QUALITY SELLER SERVICES GUARANTEE.

When selling a home, it is important for you to understand the ways a real estate professional can represent you.

Seller's Agent can represent only the seller.

Disclosed Dual Agent can represent both the seller and the buyer.



Now let's look at the services you can expect to receive.

A real estate sale is complex, but we will be there to help you through the process.

We will aggressively promote your property.

Your property will be given wide exposure to area buyers when advertised in our local real estate publications.

The latest internet technology will be used to market your property.

Our Multiple Listing Service (MLS) gives real estate professionals and the public immediate access to detailed information about your property.

We will provide you with a copy of our nationally recognized Home Enhancement Guide.

We will explain how a home warranty can further enhance the marketability of your property.

The Coldwell Banker “For Sale” sign will generate calls from prospective buyers.

We will explain and negotiate purchase agreements.

The need for a Residential Real Property Disclosure Report, Lead-Based Paint Disclosure form, and Disclosure Of Information On Radon Hazards form will be reviewed with you.

We will work to insure that prospective buyers are qualified to purchase your house.

We will provide you with a written estimate of seller costs and net proceeds from your sale.

We will help you with your relocation needs.



We will provide counsel and negotiating assistance on all offers to purchase your property.

Inspections will be ordered and completed in a timely manner and all issues will be resolved prior to closing.

The sales contract will be monitored and you will receive communication on the status and satisfaction of contract contingencies.



The closing will be scheduled with all parties involved.

We will follow up with you after the sale.

We will work with you to take care of any remaining details.



Additionally, We want you to tell us what we can do to make our service even better.

Communication is a vital part of the sales process.

We will keep you informed throughout the entire transaction.



Why?

- Buyer Feedback
- Marketing Activities
- Local Market Trends
- Closing Details
- Other Details

When?

- Daily
- Weekly
- Bi-Weekly
- Monthly

Where?

- Home
- Work
- Other

How?

- In-Person
- Telephone
- Email
- Fax

TO BEGIN OUR WORK

A Competitive Market Analysis will be used to develop a pricing strategy for your property.

The analysis will be based on:

Prices of competitive properties currently for sale.

Prices of recently sold properties that would have competed with yours.

Prices of properties that did not sell.

What factors affect the market value of your property?

Some factors are “given” – we have no control over them:

Current market conditions.

Physical qualities of your property.

Houses on the market that compete with yours.



Other factors have no affect on the current value of your property:

The price you originally paid.

Price opinions of other people.

The net after sale proceeds you want.



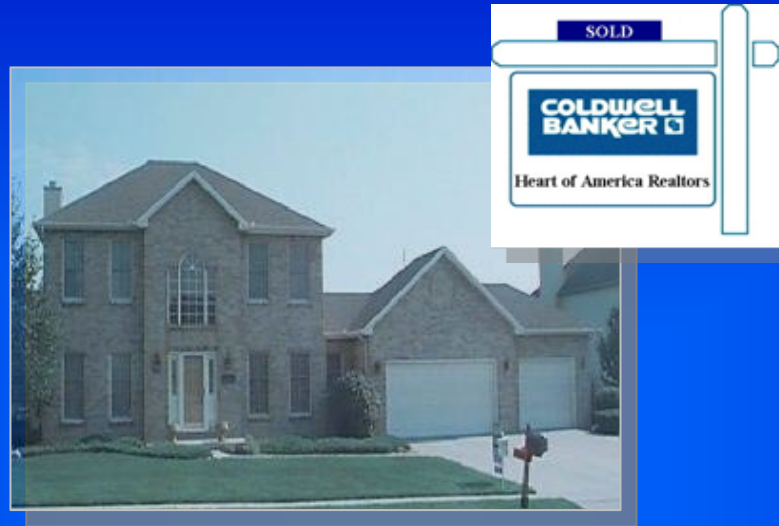
The market will dictate the best price obtainable for your property.

Buyers will not pay more for your property than they would have to pay for another similar property.

It is important to remember that when you choose your listing price, you establish your competition!



Give us a call today!



Let's select a competitive price, review our listing agreement, and begin our work now!