

# The Coldwell Banker® Seller Services Guarantee

**Consistent, predictable,  
reliable performance —  
Guaranteed!**

## MARKETING

We will customize a marketing plan using proven techniques to help sell your home quickly, for the best price possible.

## CUSTOMER SERVICE

We are committed to meeting your needs in a professional and timely manner.

## COUNSELING SERVICE

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

—THE COLDWELL BANKER®—

## 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 Homebuyer Ready 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 Yard 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 our unique resource, Personal Retriever®.

#### 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.

### 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 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 at your direction.

#### 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 or their representatives to get written 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 represent you for the transaction. 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.

**COLDWELL  
BANKER**

