

THE COLDWELL BANKER®
SELLER SERVICES GUARANTEE

Seller(s) _____
Seller(s) Address _____
Phone: Home _____ Office _____ Cell _____
Email _____

This Coldwell Banker Seller Services Guarantee is the commitment that Coldwell Banker Residential Brokerage 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

I 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

I will present a customized, written Marketing Action Plan to market your property. This may include an Open House, when appropriate, or other options.

Home Enhancement

I 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

I will present your property to your Coldwell Banker sales team. I will share with you the team's recommendations to help realize the best price for your property.

Promotion to Other Brokers

I will promote your property to other Brokers and Sales Associates in the area.

Multiple Listing Service

I 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

I will distribute promotional materials on your property to key market areas to attract potential buyers.

Coldwell Banker Yard Sign

I will place a Coldwell Banker yard sign on your property to help generate calls to our office from prospective buyers.

National and Local Advertising

I will review with you how our national and local internet and print advertising will help attract the greatest number of buyers to your property.

Coldwellbanker.com

I will make information about your property available on our award-winning web site, and promote it online 24/7.

Home Finding Process

I 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

I 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 I have taken to market your property.

CUSTOMER SERVICE

Coldwell Banker Concierge®

I 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

I will return your phone call or email within 24 hours or less and provide you with a weekly progress report on the promotion of and sale of your property.

Seller Disclosure

I will present your written disclosure regarding the condition of your property to buyers. You will keep me informed of any changes in the property and keep the information current on the disclosure form.

Purchase Offers

I will review all purchase offers as they are presented, and we will negotiate at your direction.

Closing the Sale

I will monitor and inform you of the progress of the transaction.

FINANCING

Financing Alternatives

Prior to showing your property, I will encourage prospective buyers or their representatives to get written loan pre-approval. I will also discuss the impact of various financing alternatives with you.

Estimated Net Proceeds

I will furnish you with an estimate of the proceeds you can expect from the sale of your property.

COUNSELING SERVICES

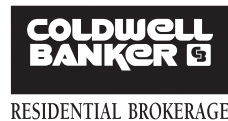
Representation

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

OTHER SERVICES

Coldwell Banker Home Protection Plan

I 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 Residential Brokerage not perform the services as stated above, you are entitled to terminate the exclusive listing agreement on your property. Written termination must be presented by you to the Managing Broker. You agree to provide Coldwell Banker Residential Brokerage 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 cancellation agreement and the exclusive listing agreement shall apply.

Seller _____ Date _____
Seller _____ Date _____
Sales Associate _____ Date _____