



# A Personal Pledge

Prepared for \_\_\_\_\_

Address \_\_\_\_\_

*Our homes are lifetime investments and they carry with them strong, personal ties. We know that selling a home ranks among our clients' most important experiences and we strive to approach our 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.*

*The items marked herein represent my own pledge to you, my client.*



## *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 that I will be soliciting your input to develop a superior and effective marketing plan.

### **□ Prepare a first-class, comprehensive comparative 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 – and how it is dissimilar – to your home so that I can 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 prices for which these homes actually sold are 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 practices in this market.

### **□ Provide you a written Estimate of Seller's Equity**

I will identify all of the usual charges and expenses which you can expect to incur during the selling process.

### **□ Explain marketing customs, showing procedures and selling practices**

There is much for us to review and I want you to be knowledgeable and comfortable during the marketing period. We'll talk about everything from when the sign is posted, to the appointment procedure, to the MLS tour, to the presentation of a sales contract to you.

### **□ Discuss the various financing alternatives available to a typical buyer**

There is a myriad of financing options available today. We'll discuss Adjustable and Fixed rate options, cap rates, balloons, etc., so that you'll be perfectly knowledgeable when the contract to purchase is presented to you.

### **□ Assist in finding a home in your new location**

If you are staying in the area, I will help you. If you're moving away, I will, at your request, consult our national relocation network and have a competent broker contact you from that location.

## *Promoting and Attracting Buyers for Your Home*

### **Prepare a detailed marketing plan**

I will produce a Schedule of Events, outlining those marketing steps mutually agreed upon, as well as a plan to keep you informed of our progress.

### **Consolidate the features and attractions of your home**

I'll prepare a listing sheet summary, describing your home in detail, which will be used as a basis for advertising, and to provide information to prospective purchasers and our cooperating brokers.

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

All of our associates have ready inventories of buyers. One of my associates may be working with your buyer right now.

### **RE/MAX "FOR SALE" sign to be posted immediately**

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

### **Have your home's exterior 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.

### **Multiple listing service home tour**

As part of our program to promote your home completely, I will invite other cooperating brokers to preview your fine home.

### **Notification to your neighbors**

I'll send announcements to your neighbors announcing that your home is being professionally managed. I will solicit their interest and that of their friends.

### **Follow-up on all showings**

I will contact all showings to establish interest, receive valuable feedback and to 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 regularly**

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 contracts to you**

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

### **Review the contracts 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.

### **Calculate a revised Estimate of Seller's Equity**

Based upon the contract's terms, I will re-evaluate your expected expenses and net proceeds from the sale, were you to accept this contract.

### **Negotiate competently on your behalf**

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

## *Following Through After the Sale*

### **Prepare and process all documents for which I may be responsible**

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

### **Cooperate fully with your attorney, accountant, or other counselors**

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

### **Responsibly account for earnest or security funds**

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

### **Help arrange financing for your buyer, if necessary**

Many times, I become aware of attractive financing programs. If requested, I will provide the buyer's cooperating broker financing information that may help to satisfy the mortgage contingency more quickly and safely.

### **Follow-up and ensure that all contract contingencies and terms are satisfied in a timely manner; report any deviations or exceptions**

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

### **Participate in the settlement proceedings, as necessary**

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

### **Retain a permanent record of the contract**

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