

Our Real Estate Services Guarantee to YOU

These are the 22 real estate services that we guarantee in writing!

1. Agency Alternatives

We will review the agency alternatives and representations that are available to you and to potential buyers - Seller Agency, Buyer Agency, Disclosed Dual Agency, or other appropriate legal relationship. The representation of your interests and my role as your agent for the different agency relationships will be thoroughly presented to you for your consideration.

2. Marketing Action Plan

We will present to you a custom Marketing Action Plan for marketing your property. This may include an open house to be conducted when appropriate and as agreed to in advance with you.

3. Competitive Market Analysis

We will provide you with a current Competitive Market Analysis and will assist you in determining the most effective list price for your property.

4. Financing Alternatives

We will show you various financing alternatives for buyers of your property and discuss the likely impact of each.

5. Estimated Proceeds

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

6. 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.

7. Coldwell Banker Action Team

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

8. Promotion to Other Brokers

We will promote your property to other reputable, professional brokers and sales associates in the area.

9. 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 date we have selected for the property's debut on the market to achieve maximum impact.

10. Property Information

We will make information on your property available to local and out-of-town buyer prospects. Additional copies will be available for sales associates and prospective buyers at your property.

11. Direct Marketing

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

12. Coldwell Banker Sign

We will place a Coldwell Banker FOR SALE sign on your property to help generate calls to our office from prospective buyers.

13. Advertising

We will review with you our advertising program - including Coldwell Banker Online™, our world-wide website - designed to generate buyer prospects for your property.

14. Seller Disclosure

We will present you 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.

15. Home Warranty

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.

16. 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 actions we have taken to market your property.

17. Homefinding Process

We will review with you the Best Buyer Guidebook to acquaint you with the homefinding process that buyers are most likely to follow, including financial qualification, property selection, financing options, and closing procedure.

18. Qualifying Buyers

We will seek financial qualifying information on all buyers submitting a purchase offer. Our goal will be to pre-qualify or pre-approve the buyer through a reputable lender.

19. Purchase Offers

We will review all purchase offers as they are presented and we will negotiate on your behalf to reach a purchase agreement with terms that are favorable and protective for you.

20. Closing the Sale

We will monitor and inform you of the progress of the transaction, including the satisfaction of all contingencies and conditions during the entire transaction.

21. After Sale Service

We will contact you after the closing to follow up on any remaining details or service needs.

22. Relocation Assistance

We will provide you with details about our relocation and referral services, which are available to you at no cost regardless of where you are moving.