

Homeselling Services

COMMITMENT

Selling your property is an important decision. As your Prudential Real Estate sales professional, my goal is to help you sell your property for the highest price attainable, within the time frame that fits your plans and to make the homeselling process as efficient and stress-free as possible.

I commit to you that I will:

- Communicate with **you** in a timely and efficient manner.
- Identify **your** needs.
 - Consult with you to clarify your needs, expectations and priorities.
 - Discuss seller, buyer and dual agency alternatives, and determine how I can best work with you to achieve your real estate objectives.
 - Answer any questions you might have about the homeselling process.
- Develop and implement an effective Marketing Plan for **your** property.
 - Design a Marketing Plan that is tailored to your property, in order to achieve maximum exposure to prospective buyers.
 - Share information about your property with the Prudential Real Estate professionals in my office, and other real estate professionals through the Multiple Listing Service (MLS).
 - Install the well-recognized Prudential Real Estate FOR SALE sign (where allowed).
 - Discuss how open houses may be an effective way to reach potential buyers, and hold open houses as needed.
 - Promote your property through effective print advertising and electronic media.
 - Explain how written property disclosure, a home warranty and professional home inspections can enhance the salability of your property.
 - Seek buyers who are pre-qualified or pre-approved by a lending institution, and require financial qualifying information on all buyers submitting offers.
 - Communicate with you throughout the marketing process.

- Help **you** determine an effective Pricing Strategy.
 - Explain how market value is determined, and discuss the role of market-sensitive pricing in the successful sale of your property.
 - Research and present a Comparative Market Analysis showing recent real estate activity and trends, to help you determine a realistic listing price.
 - Discuss financing options that will help attract potential buyers.
 - Prepare a preliminary estimate of your costs and cash proceeds based on the probable selling price and financing terms.
 - Continue to monitor real estate market activity, and, if appropriate, recommend price adjustments to keep your property competitive.
- Recommend steps to prepare **your** property for market.
 - Identify enhancements that will help your property make the best possible impression on prospective buyers.
 - Advise you how to prepare your property for real estate professional previews and buyer showings.
- Represent **you** in negotiations with prospective buyers.
 - Review all purchase offers with you, and explain your available choices to accept, reject or counter each offer.
 - Negotiate in your best interests, including the handling of counter offers, to reach an agreement that is acceptable to you.
- Work to protect **your** interests through the completion of the transaction.
 - Work with the buyer's real estate professional and others to see that all requirements of the purchase agreement are satisfied and to help keep the transaction on schedule.
 - Keep you informed of the progress of the transaction.
 - Follow up on any remaining details after the close of sale, and provide you with information on relocation assistance or additional services you may need.
- Other Services: _____

This is my commitment to you to ensure that I meet all of your expectations in the marketing and sale of your property.

Prepared for: _____
(Seller Name)

Prepared by: _____
(Sales Professional Name)

(Company Name)

Date Prepared: _____