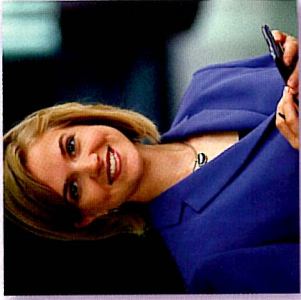


PREMIER SERVICE®

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*for the*  
**Home Seller**

## *This Guarantee is Our Commitment to You.*



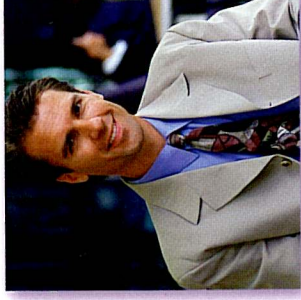
### As Your **Trusted Advisor**<sup>SM</sup> I Will:

- Ensure that you understand agency representation alternatives.
- Research and create a Comparative Market Analysis to assist in developing a pricing strategy.
- Provide a written estimate of seller expenses and proceeds.
- Provide all necessary forms to ensure that the required disclosures are completed.
- Recommend property merchandising and enhancements to maximize marketability.



### As Your **Skilled Negotiator**<sup>SM</sup> I Will:

- Promptly present all offers as soon as possible and review all terms and contingencies.
- Provide negotiating strategies to achieve the best possible terms and price.
- Share financial information with you as provided by the buyer, and make every effort to have each buyer pre-qualified or pre-approved with a lender.
- Assist you in monitoring the status and satisfaction of contract contingencies.



### As Your **Expert Facilitator**<sup>SM</sup> I Will:

- Create and present a detailed, written marketing plan including specific strategies, programs and buyer targets.
- Promote property through advertising, direct marketing, industry networking and the Internet.
- Commit to regular communication on the progress of selling your home, including prospect and market feedback.
- Offer home purchase assistance including referral services and access to community and property information.
- Attend the closing and contact you following the closing to ensure satisfactory completion of all service details.
- Offer the opportunity to evaluate the service provided, after the transaction, through a Customer Satisfaction Survey. This survey is administered by Leading Research Corporation, an independent, third party research company.

*I, the Seller acknowledge that the Sales Associate has explained to me/us the active role they will play in the real estate process as a Trusted Advisor, Skilled Negotiator and Expert Facilitator, and has fully explained their personal guarantee and commitment.*

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Seller Name (Please Print)

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Seller Acknowledgment

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Date

PREMIER SERVICE®

## Service Commitment

*I give you my personal commitment to provide you with quality, customized service that meets your needs.*

*I promise to keep in touch with you, and deliver the level of service you want. I pledge to give you access to special programs and services that can deliver value and relieve the stress of buying or selling a home.*

*You may contact me at any time for additional information or with questions or concerns. I commit to you that I will always endeavor to deliver the caring service that you deserve.*



\_\_\_\_\_  
Sales Associate Name (Please Print)

\_\_\_\_\_  
Sales Associate Signature

\_\_\_\_\_  
Additional Needs

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