



SELLER SERVICES GUARANTEE



Seller(s) _____

Seller(s) Address _____

Phone: Home _____ Office: _____ Mobile: _____

E-Mail _____

This Coldwell Banker Seller Services Guarantee is the commitment that Coldwell Banker Residential Brokerage and I will perform the services stated below.

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 FOR SALE 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, print, radio and TV advertising will help attract the greatest number of buyers to your property.

coloradohomes.com

I will arrange to feature your property complete with photographs, detailed remarks, mapping capabilities and more, on Colorado's #1 Real Estate website, www.COLORADOHOMES.com, viewed by millions of home buyers.

coldwellbanker.com

I will make information about your property available on our award winning National Web site, and promote it online - 24/7 - with unique resources like *Personal Retriever* and *My Coldwell Banker* - also viewed by millions of home buyer.

Realtor.com®

Your property will also receive added exposure through REALTOR.com, the official National Web site of the National Association of REALTORS.

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 we have taken to market your property.

Open House

I will arrange for an open house to be conducted if and when appropriate, and as agreed in advance with you. I will arrange for your property to be advertised in the Open House section of our weekly newspaper display ad, and online at COLORADOHOMES.com.

Exclusive LeadRouter Technology

This is an exclusive service that I will provide which directs incoming inquiries from the three websites listed above directly to my cell phone and email in a matter of seconds. This lightning fast response enables me to respond quickly to those internet buyers who are most interested in your property.

Relocation Assistance

I will arrange through the national network of Coldwell Banker offices for you to receive community information, wherever your destination.

CUSTOMER SERVICE

Personal and Timely Response

I will return your phone call or e-mail 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 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.

Purchase Offers

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

Closing the Sale

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

COUNSELING SERVICES

Representation

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

CONTRACT 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 not perform the services as stated above, you are entitled to terminate the exclusive listing agreement on your property. Please keep in mind that state and local regulations and practices may restrict some services. Written termination must be presented by you in person to the Office Manager. You also agree to provide Coldwell Banker 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 exclusive listing agreement shall apply.

Seller _____ Date _____

Seller _____ Date _____

Sales Associate _____ Date _____



RESIDENTIAL BROKERAGE