

We never stop moving:



LARRY K. ROGERS
REALTY, INC.

PROMISE TO SELLERS

As the agent awarded the privilege of representing your home, I am honored to pledge my full commitment to making its sale as profitable, timely and free of stress for you as possible.

By highlighting the Coldwell Banker® network's full suite of proprietary tools and my skilled services as an affiliated agent, this document provides me with a unique opportunity to create a customized strategy for the sale of your home.

Seller's Name *(please print)*

Seller's Address

Phone

Home: _____

Office: _____

Mobile: _____

Email Address

COUNSELING SERVICES

Competitive Market Analysis

I will thoroughly and thoughtfully analyze the current local real estate market to correctly determine the most effective list price and likely sales price for your home.

Staging Services

Based on my experience in showing homes to buyers, I will advise you on the staging of your home to maximize its appeal to potential buyers.

Pre-Marketing Repairs & Improvements

I will recommend or refer you to expert professional regarding any repairs or home improvements, where appropriate, which can position your home more competitively in the market.

Home Protection Plan®

With the Home Protection Plan, the marketability of your home will increase and your liability to the buyer is reduced with a warranty on the operating systems of your property.

Seller Disclosure

You will prepare a written disclosure about the condition of your home in order to best assist prospective buyers in preparing an offer. Additionally, you will keep this disclosure current by noting any changes to the property as or if they occur.

MARKETING

Marketing Plan

I will create a customized and comprehensive marketing strategy unique to your home, which may include open house events when appropriate.

Promotion to Other Brokers

Thanks to my connection to the top agents in our local community plus other Coldwell Banker affiliated brokers and sales associates around the world, I will increase your home's visibility.

Multiple Listing Service

By presenting your property in the local Multiple Listing Service (MLS), I will ensure maximum impact is achieved by increasing total market exposure.

Coldwell Banker Brand Yard Sign

I will distinguish your home and ensure community interest by placing a Coldwell Banker brand sign on your property.

National Brand and Local Advertising

I will attract the greatest possible number of buyers to your home by leveraging the Coldwell Banker brand's powerful network of local and national advertising channels across television, the Internet, social media, and print.

Coldwell Banker Digital Platforms

I will ensure your home receives maximum exposure by featuring it and maintaining its most current information on the full network of Coldwell Banker websites and digital platforms.

These industry-leading platforms will provide me with a range of rich analytics on buyer activities about your home such as the number of times your listing has been viewed and/or "favorited", insightful comparisons of your home with similar listings in your area, and much more. It will empower me to enhance your listing in real time.

Additionally, the Coldwell Banker digital platform allows you to help showcase your home like no one else can. By letting you share your own videos, photos, and stories about your home, you can help me create a customized and outstanding listing that will stand apart from the rest.

Marketing Activity Report

Until your home is sold, I will keep you fully informed of competitive market conditions, buyer activity, and every action I – as well as any other agent or agents – have taken to market and show your property.

FINANCING

Financing Alternatives

In addition to encouraging prospective buyers and/or their representatives to acquire written loan pre-approval, I will discuss the impact of various financing alternatives prior to showing your home.

CUSTOMER SERVICE

Personal and Timely Response

I will return every phone call and email within 24 hours in addition to providing you with weekly progress reports about the marketing of your home.

Purchase Offers

On your behalf, I will review – and negotiate at your direction – all purchase offers.

Closing the Sale

I will monitor and keep you informed of your transaction throughout the entire closing process.