

Dunning & Associates

Seller Service Guarantee



For _____ at _____

As your listing agent, I am dedicated to providing professional, integral, and responsive service. This is not something I simply say, I put it in writing. My company and I agree to perform the following:

- ✓ Present this service pledge and provide you with testimonials from past clients. **I promise to treat your house and money as if it were my own.**
- ✓ Provide a market analysis and discuss the current market conditions to help determine the most effective listing price for your property. **You decide what price your home will be listed for.**
- ✓ Install RMLS designated LOCKBOX for your security. **Only Realtors can access this system.**
- ✓ The real estate market has dramatically changed in the last 5 years. Although the consumer's needs have not changed, the channels to reach them have. Our marketing plan consists of using the most efficient and proven methods to ensure the sale of your home.
 - **Input property into the RMLS with pro photos** - this is critical for today's buyer.
 - **Coldwell Banker Sign and Presence** – we are the number one office... in the world.
 - **Promotional Flyers** – leading to more information about your property on our [website](#).
 - **World-wide Internet Exposure** – we will show you our overwhelming online presence.
 - **Visual Tours/Social Networking** – helps locate and exceed the expectations of any buyer.
 - **Local Publication Exposure** – full exposure to local classifieds and color home books.
 - **Top Agent Prospecting** - contacting of agents with clients whose needs match the home.
 - **“In-House” Promotion** – to the more than 150 agents in our three local offices.
 - **Full-Time Buyer Specialist** - will ensure a quick response to all inquiries on the property.
- ✓ Communicate on a weekly basis to analyze local market conditions, review feedback from showings, and make recommendations designed to help you keep up with our changing market. **You will always know the status of your home in relation to the market.**
- ✓ Submit to you all written offers as presented; assist with negotiations; and provide an estimate of your net sales proceeds prior to acceptance. **You will know what your NET proceeds are.**
- ✓ Upon accepting an offer, assist with all activities associated with the closing of the transaction that I am permitted by law or local practice. **This is where you need a strong Realtor the most!**
- ✓ If at any time you are not 100% satisfied with my service, provide written notice and I will cancel the listing agreement. **Your satisfaction with my service is all that matters.**

Kale Dunning, Listing Agent

Date