

Quality Service Guarantee

Quality Service Certified[®] For Home Seller

The Quality Service Guarantee is your written commitment from your sales associate assuring the delivery of all of the services described below.

As your representative I will:

1. Present agency representation alternatives for you and the home buyers.
2. Deliver a Competitive or Comparative Market Analysis to assist in developing a pricing strategy.
3. Create and present a detailed, written marketing plan including specific strategies, programs and buyer targets.
4. Recommend property merchandising and enhancements to maximize marketability.
5. Provide a written estimate of seller expenses and proceeds.
6. Review your property history and disclosure statement and deliver it to each prospective buyer.
7. Commit to regular communication including prospect and market feedback.
8. Promote property through advertising, direct marketing, industry networking and the Internet.
9. Provide counsel and negotiating assistance on all offers to purchase.
10. Forward to you financial information as provided by the buyer, and will make every effort to have each pre-qualified or pre-approved with a lender.
11. Monitor and communicate the status and satisfaction of contract contingencies.
12. Offer home purchase assistance, referral services and access to community and property information.
13. Attend the closing or escrow (in those states where this is customary).
14. Contact you and follow-up after closing to assure the satisfactory completion of all service details.
15. Provide you with the opportunity to evaluate the service provided through the Quality Service Assurance Survey™.

Signature

Date

Signature

Date