



Listing Strength Guarantee

As a @Home Realty Network professional, I work for you. You can depend on me to put your needs first. I will use our *Real Estate Strength* marketing system to provide you with exceptional service and superior results.

When you select me to market your home, I guarantee to perform the services that we have agreed upon, as part of an Exclusive Right To Sell Agreement, to your personal satisfaction or you may cancel our agreement with 24 hours written notice.

Real Estate Strength Marketing Plan

Prepare a written, custom tailored marketing approach which targets specific buyers to achieve maximum exposure.

Property Analysis

Recommend reasonable, cost-effective enhancements to maximize your home's appeal. Suggest actions steps which showcase your home's assets and enable potential buyers to visualize living there.

Broker Promotion

Invite cooperating real estate professionals to a planned preview of your property and ensure complete exposure through the local Multiple Listing Service. Promote your home's assets at sales meetings.

Property Promotion

- Place our distinctive @Home Realty Network yard sign on your property.
- Develop comprehensive "feature and benefit" marketing materials for distribution to both local and transferring prospective buyers, as well as real estate sales professionals.
- Develop ads, flyers, and other promotional materials.

Accurate Pricing Analysis

Help you establish a realistic, competitive asking price based on current, factual market activity.

Monitor the competitive pricing position of your home by:

- Viewing and comparing new listings which compete for the buyers we have targeted.
- Preparing a survey to solicit candid feedback at the Sales Associate's preview of your home.

Regular Updates

Analyze the results of our marketing activities, regularly update our marketing strategies, and share the analysis and adjusted plan with you.

Pre-Qualified Prospects

To reduce unnecessary inconvenience, pre-qualify prospective buyers prior to presenting any offer.

Purchase Agreement and Closing Procedures

Review and explain all "offers to purchase" and assist in negotiations for maximum price, terms and conditions.

Upon acceptance, monitor details and activities, including inspections, contingencies, mortgage approvals, etc., that will bring the transaction to a successful conclusion.

As the sole remedy for breach of promises under this guarantee, Seller is entitled to terminate the Exclusive Right to Sell Agreement provided Broker is given 24 hours written notice of the reasons for termination and an opportunity to cure the default during the notice period. Such cancellation shall terminate all obligations under this guarantee excepting Seller's obligation to pay commission to Broker and cooperating broker for prospective purchasers registered with Seller who subsequently purchase the property.

All parties acknowledge the terms of this EXCLUSIVE @HOME REALTY NETWORK LISTING STRENGTH GUARANTEE. Execution by all parties as indicated is binding.

(Seller)

(Date)

@Home Realty Network, by:

(Seller)

(Date)

(Seller's Agent)

(Date)

Address

City

Zip