

My Promises I'll fulfill for you When I Market Your Property

1. Communicate. I promise to stay in touch and communicate regularly.
2. Care. Use due care when completing the listing agreement and all necessary paperwork.
3. Obedience. I will be obedient to all of your requests provided they fall within the real estate license law.
4. Accounting.
5. Loyalty. I will be loyal to you throughout the real estate transaction and promise not to discuss any information to agents or others.
6. Disclosure. I promise to disclose any and all material facts I learn through the transaction.
7. Put your property in Multiple Listing Service (MLS).
8. Prepare Good Advertising Copy. I will write attractive eye catching copy for all newspapers and MLS remarks. If you need assistance with advertising or MLS copy for your listings see my book *"5-Minutes to a Great Real Estate Ad"* by Thomson Learning. You'll find hundreds of catchy advertising remarks to use with your daily real estate business.
9. Take good digital photos for the MLS.
10. Verify and check all information in MLS for accuracy.
11. Send you copies of how your home appears in the MLS.
12. Send you copies of how your home appears on our company web site.
13. Place a for-sale sign on the property.
14. Place a flyer box next to the for-sale on your property.
15. Send flyers to the top 20 agents in our real estate board within the first 20 days of the listing.
16. Report to you on a regular basis about the marketing activity.
17. Place a lock-box on the property (if requested).
18. Make sure your property is advertised on a regular basis through our company and my own marketing efforts.
19. Hold an agent open house if agreeable by you for the local real estate community to tour.
20. Hold a public open house if agreeable with you.
21. Update photos on a regular basis.
22. Provide a minimum of one report every two weeks on how the marketing efforts are coming along on your property.

23. Keep you posted on what properties are selling in our marketplace on a regular basis.
24. Send postcards to neighborhood about your property for-sale
25. Send postcards about open house
26. Send postcards about price reductions if this is a route we explore
27. Send postcards and flyers to other agents if price reduction
28. Prepare a home-sellers marketing book with disclosures and other information about your property available when others preview your home.