

DOUG HUTCHINS'

# SELLER SERVICE GUARANTEE

SELLERS (S) \_\_\_\_\_

THIS SELLER SERVICE GUARANTEE IS THE COMMITMENT THAT DOUG HUTCHINS WILL PERFORM THE SERVICES STATED BELOW.

## MARKETING

### Competitive Market Analysis

I will provide you with a current Competitive Market Analysis and assist you in determining the most effective list price for your property.

### Marketing Action Plan

I will present a customized, written Marketing Action Plan to market your property. This may include an Open House, when appropriate, or other options.

### Home Enhancement

I will develop a plan to enhance your property's ability to attract buyers, as described in my marketing plan.

### Multiple Listing Service

I will prepare a plan for your property to appear in the local Multiple Listing Service. The information will be submitted by the selected date for the property's debut on the market to achieve maximum impact.

### Direct Marketing

I will distribute promotional materials on your property to key market areas to attract potential buyers.

### Kentwood Companies Yard Sign

I will place a Kentwood Companies FOR SALE sign on your property to help generate calls to our office from prospective buyers.

### National and Local Advertising

I will review with you how our national and local Internet, print, radio and TV advertising will help attract the greatest number of buyers to your property.

### www.DenverRealEstate.com

I will arrange to feature your property complete with photographs, detailed remarks, mapping capabilities and more, on Colorado's #1 Real Estate web-site, www.DenverRealEstate.com, viewed by millions of home buyers.

### Marketing Activity Report

I will provide you with a Marketing Activity Report on a regular basis to keep you informed of competitive market conditions, buyer activity and the actions we have taken to market your property. As well as a report showing the number of online views your home is receiving, number of showings per week, and any other inquiries that I may receive.

### Relocation Assistance

I will arrange through the international network of The Kentwood Company offices for you to receive community information and a referral of a broker, if your destination is outside of metro Denver.

### www.Realtor.com

Your property will also receive added exposure through REALTOR.com, the official National Web site of the National Association of REALTORS. Your home will also be showcased which puts your home on the top of any searches.

### Open House

I will arrange for an open house to be conducted if and when appropriate, and as agreed in advance with you. I will arrange for your property to be advertised in the Open House section of our weekly newspaper display ad, and online at www.DenverRealEstate.com.

### American Home Shield Home Protection Plan

I will explain to you the option of a home protection plan to reduce your risk of repair during the listing period of your home. I will also extend the policy to cover the purchasers for one-year after the closing.

## CUSTOMER SERVICE

### Personal and Timely Response

I will return your phone call or e-mail within 24 hours or less and provide you with a weekly progress report on the promotion of and sale of your property.

### Seller Disclosure

I will present your written disclosure regarding the condition of your property to buyer prospects to assist them in preparing an offer. You will keep me informed of any changes in the property and keep the information current on the disclosure form.

### Purchase Offers

I will review all purchase offers as they are presented, and I will negotiate on your behalf to reach a purchase agreement with terms that are favorable and protective for you.

### Closing the Sale

I will monitor and inform you of the progress of the transaction, including the satisfaction of all contingencies and conditions during the entire transaction.

## FINANCING

### Financing Alternatives

Prior to showing your property, I will encourage prospective buyers or their representatives to get written loan pre-approval. I will also discuss the impact of various financing alternatives with you.

### Estimated Net Proceeds

I will furnish you with an estimate of the proceeds you can expect from the sale of your property.

Should Doug Hutchins not perform the services as stated above, you are entitled to terminate the representation agreement. Written termination must be presented by you in person to the Managing Broker. You also agree to provide The Kentwood Company with an opportunity to correct the situation within a 24-hour period following the delivery of the termination notice. If the representation agreement with you is terminated, the termination provisions

SELLER \_\_\_\_\_ DATE \_\_\_\_\_

SELLER \_\_\_\_\_ DATE \_\_\_\_\_

BROKER \_\_\_\_\_ DATE \_\_\_\_\_

