

Agency Duties

- Exercise reasonable skill and care
- Deal honestly with you and in good faith
- Provide loyalty by taking no action that is adverse or detrimental to your interest in a transaction
- Timely disclose of any conflicts of interest that may arise
- Advise you to seek expert advice on matters that are beyond my expertise
- Not disclose any confidential information from or about you

Communication

- Counsel with you to discover your particular needs and wants
- Explain the selling process and provide you with pertinent selling information
- Provide a complete calendar of scheduled marketing events
- Provide you with an accurate estimate of your net proceeds from the sale of your home
- Provide accessibility through pager, cell phone, voice-mail, e-mail, direct access line, fax, etc.
- Pass on information regarding buyers that may enhance your bargaining position
- Coordinate communication between you and the Buyer, loan company, escrow, and other agents
- Prepare and explain purchase documents before you sign
- Keep you informed from start to finish, and after closing

Preparation

- Complete a comprehensive competitive market analysis of your property
- Assist you in obtaining a pre-sale general home inspection of the property if you desire
- Assist you in obtaining a pre-sale appraisal of the property if you desire
- Order preliminary title
- Prepare Well/Septic Health Letter Inspection Request (if applicable)
- Provide you with staging suggestions
- Complete a saleability evaluation of your home

Exposure

- Complete a comprehensive information book on your property
- Cold call the top 100-200 buyer prospects from the identified target markets and provide you a report
- Visibly place an easily recognizable For Sale sign on your property
- Mobilize the entire real estate community to bring you buyers through the MLS and Broker Open houses
- Follow-up with all salespeople who have shown your property
- Place your property on windermere.com for worldwide exposure
- Create an easily accessed individualized web page through viewthisproperty.com
- Create an information brochure for your property promoting the special features of your home
- Strategically place advertisements designed to generate a call to action
- Place ads, where appropriate, in unique publications to market niche properties
- Implement special Windermere programs where applicable to expand the potential buyer base. For instance: The Windermere Bridge Loan, Premier Homes Program, Windermere Relocation, In-house Relocation, etc

Service

- Control and limit access to your property to only authorized people
- Negotiate on your behalf for the best price and terms
- Process all paperwork and monitor the transaction through escrow and closing
- Enlist the support and knowledge of my manager(s) to counsel me on any situation that may arise
- If appropriate, attend closing with you
- Arrange the possession of your property with the new buyer
- Give you loyalty and confidentiality and protect your best interests throughout the entire process