

The following is made part of the Northwest Multiple Listing Service Exclusive Sale & Listing Agreement #1A dated \_\_\_\_\_ between \_\_\_\_\_ “Seller” and Windermere Real Estate/Bellevue Commons Inc “Sellers Agent” and \_\_\_\_\_, “Sales Associate” and confirms the mutual understanding of each other’s commitment and further confirms the scope of Seller Agent’s duties to make a good faith and continuous effort to find a Buyer for the property.

**As the Seller’s Agent, I Agree to:**

- Give you loyalty and confidentiality
- Counsel with you to discover your particular real estate needs and wants
- Explain the selling process and provide you with pertinent selling information
- Complete a comprehensive competitive market analysis of your property
- Provide you with an accurate estimate of your net proceeds from the sale of your home
- 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
- Provide a complete calendar of scheduled marketing events
- Complete a comprehensive information book on your property
- Complete buyer profile research to determine potential target markets
- Cold call the top 100-200 buyer prospects from the identified target markets and provide a report
- Visibly place an easily recognizable For Sale Sign on your property
- Control and limit access to your property to only authorized people
- Mobilize the entire real estate community to bring you buyers through the MLS and Broker’s Opens
- Follow-up with all salespeople who have shown your property
- Place your property on the world wide web
- Create an information brochure for your property promoting the special features of your home
- Strategically place advertisements designed to generate a call to action
- Implement special Windermere programs where applicable to expand the potential buyer base. i.e. The Windermere Bridge Loan, Premier Homes Program, Windermere Relocation, etc
- Communicate the results on my marketing efforts on a weekly basis
- Promote and protect your best interests throughout the entire process
- Pass on information regarding buyers that may enhance your bargaining position
- Fully explain listing and purchase documents before you sign
- Negotiate on your behalf for the best price and terms
- Process all paperwork and monitor the transaction through escrow and closing
- Coordinate communication between you and the Buyer, loan company, escrow, and listing agent
- Enlist the support and knowledge of my manager to counsel me on any situation that may arise
- If appropriate, attend closing with you
- Arrange possession of your home with the new buyer
- Keep you informed from start to finish, and after closing.

(over)

AS THE SELLER, I (WE) AGREE TO:

- Be truthful with Sales Associate in regard to all known material facts and history about our home
- If Sales Associate exceeds our expectations, we will refer Sales Associate to others.

\_\_\_\_\_  
Seller                                  Date

\_\_\_\_\_  
Sales Associate                                  Date

\_\_\_\_\_  
Seller                                  Date