**Marketing Your Residential Listing**

* Prepare a listing describing your property to the best advantage.
* Install sign post, sign, flyer box and lock box as requested.
* Hire a professional photographer to take stills and multiple virtual tours of property.
* Submit your listing to the computerized Multiple Listing Services.
* Submit to “The Real Estate Group” agents for awaiting buyers.
* Submit listing information to internet links (ie. Realtor.com, Zillow.com, Yahoo.com).
* Develop a list of features and benefits to keep at the property (if vacant) for agents to use with their buyers.
* Hold a “Broker’s Open House” to allow other agents to preview your home.
* Periodically we will hold your house open for inspection by the public.
* Advertise in the local paper and on the Internet.
* We carefully qualify buyers before we call for an appointment to show your property.
* I will not allow you to be pressured by other agents.
* Submit all purchase contracts to you and explain the details of each.
* Immediately advise all other Brokers in the area about your property and keep them advised.
* Pay a full selling commission to cooperating Broker.
* Advise you of Broker, agent and client reactions to your property and our marketing efforts.
* Protect you from the danger of opening your property to strangers.
* Handle and follow-up on escrow, title insurance and financing.
* Work to promote and protect your best interest.
* Provide a “Satisfaction Guarantee”.
* I work without pay until a contract is executed at a price and terms acceptable to you.
* Deliver your check.