



MY SELLERS GUARANTEE & CLIENT SERVICE STANDARDS

At Oregon Realty Co. we facilitate the purchase and sale of thousands of homes each year and we do it *one home at a time*. In developing the finest customer service model in the home services industry, we sought to accomplish two goals – guarantee that each client receives an exceptional level of service and then personalize that service to meet their unique needs.

Oregon Realty Co. guarantees that you, **our valued client**, will receive the following premier services from our company and me.

Preparing your home, and yourself, for the sale

1. I will conduct an in-depth interview to determine the ideal outcome of your home sale in terms of timetable, pricing, marketing and any special requirements that will enhance the experience.
2. I will review your rights as a client.
3. I will outline each step of the sale process and then review the normal timetable for each step.
4. All of the costs involved in selling your property will be reviewed in detail so that there are no unpleasant surprises.
5. I will review all legal documents that you will be required to provide and/or sign including contracts, disclosures, disclaimers and inspection reports.
6. I will recommend that you offer a one-year home warranty to the purchaser of your property. This warranty will cover certain elements of the property for a full year after closing with the added option of seller coverage during the marketing period. I will advise you as to any minor cosmetic changes that would increase the marketability of your home.
7. I will advise you as to the most advantageous presentation of each room in your home.

8. I will provide you with access to Oregon Realty Co.'s website.

Pricing your home

1. I will review current market conditions and their impact on the sale of your home.
2. I will prepare and review with you a comprehensive comparative market analysis to determine true market value of your property and how this report will impact the pricing and sale of your home.
3. I will review, in detail, the impact of competing properties on the sale of your home.
4. Based on my research, I will recommend a competitive price range for your property. It is my objective to secure the optimal price and terms for your property and I will review, in detail, the basis for my pricing recommendation.
5. I will provide you with a report called a, Sellers' Net Sheet, that shows the costs of sale, payoff of any mortgages and an approximate net balance that will be due to you at closing.
6. I will provide you with a written update of market activity on a weekly basis. The information in this report will include:
 - a. New competitive properties.
 - b. Sales of competitive properties.
 - c. Price reductions.
 - d. Expired or cancelled listings.
 - e. Feedback from agents and potential purchasers.
7. Should the weekly update show a change in market conditions or in your competition, I will outline your options and make recommendations.

Marketing your home

1. I will review pertinent research regarding the tools that customers employ in making their home selection, buying decisions and outline how our marketing plan utilizes this information to your benefit.
2. I will review the marketing plan for your home and outline the impact of each segment on the process. We will review in detail:
 - a. The facts and myths about print advertising.
 - b. The power of marketing on the Internet.

- c. My high-impact system for identifying and marketing to the agents who are most likely to represent buyers for your home.
 - d. How and why I pre-market to your neighborhood.
 - e. The use of open houses in the marketing process.
 - f. My system for identifying and marketing to consumers who would be candidates for a “move-up” to your home.
 - g. The impact of the Multiple Listing Service in disseminating information about your home.
 - h. Our uniquely efficient system for handling sign and advertising inquiries on your home.
 - i. The value of Oregon Realty Co.’s database in identifying a qualified buyer for your home.
 - j. My system for marketing your home to every major employer and relocation service in our area.
 - k. Our use of Home Buyer Seminars in identifying potential buyers.
 - l. How a Mortgage Specialists can assist in the marketing of your property.
3. Updates on the Marketing Plan will be included in your weekly market report.
 4. I will outline my recommendations regarding security measures to follow while your property is on the market.

Negotiating on the Sale

1. As your advocate, I will negotiate the most advantageous price and terms for your home, given existing market conditions. I seek a win-win outcome in all circumstances.
2. I will discuss with you various approaches to negotiating and recommend the best option for that specific circumstance.
3. I will review each condition and/or contingency in the offer and their impact on the transaction with you.
4. In the event that you decide to accept an offer with a home-sale contingency, I will inspect the purchaser’s property and prepare a comprehensive competitive market analysis to determine true market value.
5. I will complete another Seller’s Net Sheet and compare it to the original.

Stress-free Closing and Beyond

1. You will be provided with the name and contact number of your closing specialist to answer any question that you may have about the closing process.
2. I will put you in contact with a program that will assist you in securing bids from movers, arranging to have utilities transferred and a host of other services to make your move smooth and hassle-free.
3. I will track the purchaser's loan processing to ensure that all time frames are being met.
4. I will provide you with weekly updates as to the status of the closing process.
5. I will coordinate all of the purchaser's inspections, to include a purchaser's walkthrough, if one is required.
6. I will be in communication with you throughout the closing process to insure that you are always up to date with the closing schedule.

This is my commitment, to you, 'my client for life'.