**Action Promise**

**My Objectives Are:**

1. **To assist you in getting as many qualified buyers as possible to preview your home**
2. **To help you prepare the house and show its highest and best use**
3. **To help you understand the market statistics and competition for better pricing**
4. **To communicate all the reports & results of our activities**
5. **To negotiate the highest price for your home**
6. **To save you time and money**
7. **To not waste your time**

**The Following are the action steps we (me and my team) will take to get your home sold:**

1. **Schedule a photo/video session (optional)**
2. **Record an “upcoming featured listing” video**
3. **Submit your home listing on multiple social media sites**
4. **Submit your home to your local multiple listing service**
5. **List your home on 50+ leading Real Estate websites**
6. **Send customized postcards to the surrounding area (optional)**
7. **Insert your home as a feature listing on monthly newsletter (optional)**
8. **Price your home competitively to open the market and maximize momentum**
9. **Promote your home at our company sales meetings and other realtor network events**
10. **Develop a marketing feature list for brokers to show your home**
11. **Email a feature sheet to the top 100 buyers agents in your marketplace**
12. **Staging consultation and organization suggestions**
13. **Update you weekly as to any changes in the marketplace (market statistics)**
14. **Prospect 3­4 hours per day and talk to potential buyers and buyer agents.**
15. **Contact over the next seven days my buyer leads, center of influence and past clients for their  referrals and prospective buyers**
16. **Add additional exposure through a professional signage and lock box (optional)**
17. **Email your property feature sheet to hundreds of real estate professionals**
18. **Prepare a mortgage payment option and pre qualification requirements through our affiliated  mortgage provider**
19. **Marketing your home throughout the neighborhood with direct Door Knocking.**
20. **Conduct a Private Open house for private invites, guests and neighbors (optional)**
21. **Conduct a Mega Open house for the public (optional)**
22. **Pre­qualify all prospective buyers and offers**
23. **Schedule specific cooperating brokers tour (Brokers open house)**
24. **Keep you aware of the various methods of financing a buyer might want to use**
25. **Follow up with agents for their client feedback and response from showings**
26. **Assist you in arranging interim financing if necessary**
27. **Represent you on all offer presentations to assure negotiating the best possible price and terms**
28. **Handle all the follow up upon contract being accepted...all mortgage, title, and other closing  procedures until the closing day**
29. **Once we get an accepted offer, if you need and choose to do so, I will assist you with a property  search and help you find another home (optional)**
30. **Represent you as a buyer and help you negotiate a purchase price & terms (optional)**
31. **Help you through the mortgage process and connect you with my affiliated mortgage provider  (optional)**
32. **Schedule the closing day/time with all parties involved**
33. **Assist with your move & relocation (optional)**
34. **Schedule a walk­through with the buyers and/or buyers agent**
35. **Meet you after the closing to make sure everything goes smoothly**
36. **Fill out a client satisfaction report with you**
37. **Submit a client Zillow & Trulia satisfaction review**
38. **Congratulations on the closing gift :)**

**All optional items are available based on seller decision and chosen listing package program**