



# REAL ESTATE MARKETING PLEDGE & COMMITMENT

BY LARRY ROELS

This Pledge is provided to the Homeowner's / Seller's of \_\_\_\_\_, in behalf of the RE/MAX Metropolitan Brokers and the Listing Agent. The undersigned agree to perform the following services in marketing your house.

1. **PROVIDE A COMPARABLE MARKET ANALYSIS** so that a fair and reasonable selling price can be estimated based on recent SOLDS and current listings. I will re-analyze and review the CMA with you every 30-45 days for possible changes in our marketing strategy, if necessary.
2. **PROVIDE A GOOD FAITH ESTIMATE** of anticipated expenses reflecting the estimated NET CASH you should receive based on your selling price, at the time of sale.
3. **LIST YOUR HOME WITH MACOMB M.L.S.**
4. **LIST YOUR HOME WITH OAKLAND M.L.S.**
5. **ARRANGE FOR PROFESSIONAL INDOOR AND OUTDOOR PHOTO'S** for multiple media marketing purposes. If necessary, updated photo's will be taken to accommodate seasonal changes. (Video Optional)
6. **ADVERTISE YOUR PROPERTY 24/7** to some of the most widely used websites on the internet.
  - [www.remax.com](http://www.remax.com)
  - [www.realtor.com](http://www.realtor.com)
  - [www.moveinmichigan.com](http://www.moveinmichigan.com)
  - [www.mirealsource.com](http://www.mirealsource.com)
  - [www.clickondetroit.com](http://www.clickondetroit.com)
  - [www.househunterhomes.com](http://www.househunterhomes.com)
  - [www.favoritestreets.com](http://www.favoritestreets.com)
7. **INSTALL "FOR SALE" SIGNAGE** front yard for drive by prospects.
8. **INSTALL FLIER BOX** for outdoor information fliers. Refill box as required.
9. **INSTALL ADDITIONAL RIDER SIGNAGE** for Special Features, Website Addresses, Mortgage Info and/ or 24-Hour Recordings.
10. **INSTALL LOCK BOX** to increase availability for showings. (Optional)
11. **DEVELOP MARKETING FLIER OR BROCHURE** for indoor and outdoor displays.
12. **PRODUCE POST CARD FOR DIRECT MAILING CAMPAIGNS** to target apartment complexes, business professionals, residential areas, etc.
13. **PRODUCE E-MAIL CAMPAIGNS** to target family and friends, mortgage reps, business professionals, and licensed REALTORS.
14. **ADVERTISE IN HOMES MAGAZINE**— this FREE publication can be found at local merchants and on-line at [www.mirealsource.com](http://www.mirealsource.com) (Bi-Weekly Publication.)
15. **ADVERTISE IN LOCAL SPORTS MAGAZINE**— this FREE publication can be found at local merchants and on-line at [www.miutripnews.com](http://www.miutripnews.com) (Monthly Publication.)
16. **ADVERTISE IN REMAX METRO HOMES BOOK**— this FREE publication can be found at local merchants and on-line at [www.househunterhomes.com](http://www.househunterhomes.com) (Quarterly Publication.)
17. **DEVELOP AN OPEN HOUSE SCHEDULE** to be shared by listing agent and other representatives.
18. **PROVIDE WRITTEN STATUS REPORTS** on a monthly basis or customers request.
19. **PRE-QUALIFY BUYERS** if I am responsible for showing property before fielding an offers.
20. **REVIEW "PRO'S AND CON'S" OF ALL OFFERS** as thoroughly as possible. Allow for plenty of time for customer to comprehend terms and weigh all options.
21. **TROUBLESHOOT/RESOLVE PROBLEMS** should any grey area's in contract arise.
22. **PROVIDE A SELLER'S NETOUT SHEET** to forecast Seller's estimated closing costs, expenses, and/ or concessions on all offers and counter-offers. Bottom Line Results = SELLER'S NETOUT.
23. **ASSIST SELLER WITH CONTRACT PERFORMANCE** through the entire process such as ordering title work, getting pay off letters, etc.
24. **COORDINATE ALL PARTIES** such as appraisers, inspectors, engineers, repairmen, utility companies, title company representatives, mortgage brokers and other professionals.
25. **ASSIST WITH MOVING "OUT" AND MOVING "IN."**

Please refer to the Exclusive Right-to-Sell Listing Agreement (Residential) for the specific terms and duration of time. If, at any time, I FAIL to perform or keep these promises— YOU CAN FIRE ME!