

Our PERSONAL COMMITMENT TO EXCELLENCE is our promise to Sellers to make every effort to sell their property. As part of this Commitment, ERA Sales Associates agree to:

- Prepare a Seller's Net Sheet showing estimates of anticipated expenses associated with the sell of ones home. It reflects the approximate net cash to be received at closing.
- Endeavor to have only pre-qualified purchasers viewing our listed properties.
- Make available to purchasers affordable financing options.
- Thoroughly look over the interior and exterior of a Seller's home to provide a list of improvements, repairs or staging tips to make the property show at its optimum.
- Prior to listing a property, provide a comparable market report based on recent sales and currently competing properties so that the property is competitively priced.
- Review the competitive selling position relative to the current market every 30 days.
- Work with Seller's so state required disclosures are provided to potential buyers.
- Have color photos taken of the property for media advertising & promotion.
- Place property on Multiple Listing Service (MLS) and numerous websites, including Realtor.com. Include color photos for optimum exposure.
- Promote the property through custom target marketing.
- Create color flier or graphics promoting the Seller's property.
- Notify neighbors that a property is on the market via direct mail.
- Supply information about ERA's Seller Security Plan (SSP)* .
- Provide color ERA signage in front of the property.
- Maintain contact with Seller at least twice a month to report on the marketing of their property.
- Provide feedback on showings from showing agent when available.
- Recommend suggestions to overcome buyer or buyer agent objections.
- Utilized showing service to schedule and log showing appointments.

*SSP: Some conditions and limitations apply. Eligibility requirements will be reviewed at the time of application

ERA's Commitment to Service will apply to an exclusive listing of not less than 180 days. If any of the above are prohibited by law, these terms and conditions will be deleted from the Commitment and considered null and void.