



**ROSIE Thomas**

*Making a Splash in Lake Conroe Real Estate*

## Personal Service Standard

### **CLIENT-AGENT RELATIONSHIPS**

At the beginning of our client relationship, we will explain our client-agent obligations, noting that our client is our employer and pays our fee.

### **STRUCTURING THE OFFERING**

We will advise our clients on the most advantageous way to offer their home for sale, reflecting varying terms and conditions of sale. This "structuring" may include a conventional sales approach, mortgage takeover or assumption, second mortgage purchase, money mortgage lease-purchase or other methods of sale.

### **MAXIMUM MARKET EXPOSURE**

Our client's home shall be fully exposed to the largest number of potential buyers possible. Normal marketing channels shall include all personnel in my office, local cooperating offices, regional and national brokerages and relocation contacts.

### **PREPARING THE HOME**

We will advise our clients on how to prepare their home to show it in the most positive manner. We will not gloss over glaring physical defects and will make recommendations as to how they may be corrected.

### **APPOINTMENTS AND NEGOTIATIONS**

We will ensure that all negotiations by interested parties and other agents are coordinated through us, the listing brokers.

### **INFORM ON THE MARKET**

We shall advise our clients weekly on buyer activity and interest, local market conditions and other factors that may affect the sale of their property. We will provide an updated Market Value Analysis, if warranted by increased or decreased market activity.



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### **QUALIFIED LISTINGS**

We recognize that only a "qualified listing" provides our clients with the basis for the most comprehensive and effective marketing plan possible. This can be defined as a home listed with the following:

- ➔ Complete and accurate details
- ➔ Well-motivated clients
- ➔ Competitive price by a market analysis
- ➔ Competitive structure
- ➔ A term sufficient to market the home

### **OVERPRICED HOMES**

We will advise our clients that we cannot properly represent nor professionally service listings that are overpriced, as we must be able to substantiate and defend our client's "BEST PRICE."

### **THE MARKETING AND CLOSING PROCESS**

We will explain to our clients every step in the marketing and closing process, including the amount of "earnest money" that should be secured as a deposit and what contingencies may be considered unreasonable.

### **COMMUNICATION**

We will establish consistent communication with our clients, either in person, on the telephone or via e-mail, and will commit all understanding to writing. We will advise on prospective buyer reaction and the merits of all offers.

### **SPECIAL RELOCATION ASSISTANCE**

We will provide our clients with special relocation assistance if moving out of the area. This shall include vital community facts on the area into which they are moving and setting up a competent service-oriented real estate agent in the area.