

"PREPARE TO SELL SMARTER" STRATEGY SESSION PACKAGES



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✉️ ThePaulTeamRE@gmail.com

This guide gives you a clear breakdown of the consultation services we offer before listing your home. It's designed to help you understand the options, pricing, and value of our strategy-based approach—so you can choose what fits your goals best.

Strategy Session Packages

Consultation & Strategy – \$250

- In-person or virtual walk-through
- Market analysis and pricing guidance

Property Prep – \$500

- Curb appeal feedback
- Decluttering and flow tips
- Repair/update suggestions for ROI

Marketing Teaser – \$150

- "Coming Soon" social media post
- Featured on our business website
- Email blast over 500 people

Photo-Ready – \$1000

- Includes Consultation & Strategy
- Includes Property Prep
- Room-by-room prep checklist
- Preferred vendor list
- 25 high-resolution, MLS-ready photos
- Floor plan with measurements
- Follow-up summary PDF

Ultimate Strategy Session Package-1500

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|------------------------------------|-------------------------|-------------------------|
| • Includes Consultation & Strategy | • Lockbox Placement | • Preferred vendor list |
| • Includes Property Prep | • Yard Sign Install | • Room-by-room prep |
| • Includes Marketing Teaser | • Cleaning Coordination | checklist |

Additional Details

Service Summary & Fee Credit Notice & Commission Terms

The Paul Team Realty Strategy Session Guide outlines optional, fee-based consultation services offered prior to listing your property. These services may include home evaluations, staging recommendations, photography coordination, and early marketing support.

All service fees paid will be **credited toward the listing side commission** if you enter into an **Exclusive Right to Sell Agreement** with The Paul Team Realty within **ninety (90) days** of the initial service date.

To qualify for this credit:

- You must sign a valid New York State Exclusive Right to Sell Agreement with The Paul Team Realty.
- The property must be listed and actively marketed by our team.
- The transaction must close and commissions must be paid in full.

This fee credit will be applied as a reduction of the listing broker's earned commission at closing. It will **not be refunded in cash** and has **no cash value if the property is not listed or sold**.

The **minimum commission due to the listing broker is \$1,500**. Service fees credited at closing **shall not exceed this minimum commission amount**. Any unused portion of prepaid fees is non-refundable and will not be reimbursed beyond the amount of commission earned.

By engaging our services, you acknowledge and agree to the terms outlined above.

Contact Us

Phone Numbers

- **Main Office:** (716) 810-6651
- **Julie L. Paul, Broker** (716) 949-5600
- **Dave Paul, Licensed Agent:** (716) 901-4722

Website

www.thepaulteam.com

Email

ThePaulTeamRE@gmail.com

Strategy Session Services Agreement with The Paul Team LLC

Broker: Julie L. Paul | Main Office: (716) 810-6651 | Email: ThePaulTeamRE@gmail.com

Website: www.thepaulteam.com

Client Information

Property Address: _____

Primary Contact Name: _____

Phone: _____

Email: _____

Selected Package(s)

☐ Consultation & Strategy – \$250

☐ Property Prep – \$500

☐ Marketing Teaser – \$150n – \$1,500

☐ Photo-Ready – \$1,000

☐ Ultimate Strategy Session – \$1,500

Client acknowledges that all services selected above are optional and fee-based. Fees paid for Strategy Session Services will be credited toward the listing side commission if the following conditions are met: An Exclusive Right to Sell Agreement is signed with The Paul Team Realty LLC within **ninety (90) days** of the initial service date. The property is actively listed and marketed by The Paul Team Realty LLC. The transaction closes and the listing-side commission is paid in full.

The minimum commission due to the listing broker is \$1,500. Service fee credits shall not exceed this minimum. Fees will be credited at closing and are not refundable in cash. Any unused portion of the service fee is forfeited if the above terms are not satisfied.

Acknowledgment

By signing below, I/we agree to the pricing, terms, and conditions of the Strategy Session Services as outlined in this form and The Paul Team Realty's Strategy Session Guide. I/we authorize the services selected and understand the fee structure and credit policy.

Homeowner #1 Name: _____

Signature: _____ Date: _____

Homeowner #1 Name: _____

Signature: _____ Date: _____

Agent Name (Print): _____

Signature: _____ Date: _____