



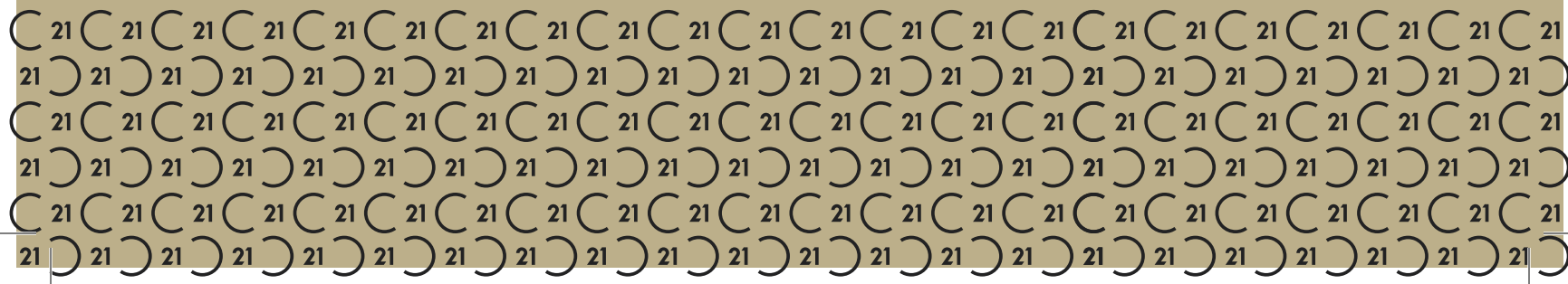
# CENTURY 21<sup>®</sup>

## Ur Home Real Estate

---

YOUR NAME  
Realtor

☎ (801) 555-5555  
✉ [yourname@c21urhome.com](mailto:yourname@c21urhome.com)  
🌐 [www.c21urhome.com](http://www.c21urhome.com)





## I promise to go above & beyond.

Thank you very much for the opportunity to present this plan to market your home. I appreciate the time you spent with me reviewing the features of your home and outlining your financial goals and time considerations.

**You will receive relentlessly dedicated service** when you select me and Century 21 Real Estate LLC to represent you. We have successfully represented many families in your neighborhood, closing with transactions that realized maximum value in a reasonable time. Our knowledge, expertise, and total commitment to your goals, backed by the industry's best resources, drive a selling process that runs smoothly and promotes success.

**Our methods are optimized to work for you.** This proposal includes a comprehensive market analysis that will assist us in determining the market value and pricing of your home. The credentials of Century 21 Real Estate LLC and my record given here will help show that I am best qualified to market your home.

I hope you will select me as your agent in this very important transaction.

ABOVE  
AND  
BEYOND

# CHECKLIST

## WHAT DOES IT TAKE TO SELL A PROPERTY?

Financial, legal, marketing, screening, security... Selling your home requires experience in multiple skill-sets. Go through the questions below and see if you can check off every single one of them.

- ☐ Understand your goals, objectives and expectations... it's all about you!
- ☐ Understand your home and its valuable features and benefits.
- ☐ Discuss the benefits of listing your home with a CENTURY 21® professional.
- ☐ Discuss our local market presence and my professional representation services.
- ☐ Discuss current market conditions and market data to establish the market value of your home.
- ☐ Discuss your pricing thoughts and pricing strategies.
- ☐ Select the listing price for your home.
- ☐ Assure your confidence in our service.



# SELLING YOUR HOME

## HOW LONG WILL IT TAKE TO SELL YOUR PROPERTY?

Some properties sell in a few days, others may take several months. By recognizing the factors that influence marketing a home, we can significantly control the time to market.

## A PROPER BALANCE OF THESE KEY MARKET FACTORS WILL EXPEDITE YOUR SALE:

### 1. Location

Location is the single greatest factor affecting value. A neighborhood's desirability is basic to a property's fair market value.

### 2. Competition

Buyers compare your property against others in that neighborhood, and interpret value based on properties available on the market.

### 3. Timing

The real estate market may reflect a "buyers" or "sellers" market. Market conditions cannot be manipulated; an individually tailored marketing plan of action must be developed for each property.

### 4. Condition

The property condition will affect price and speed of sale. Optimizing physical appearance and advance preparation for marketing maximizes value.

### 5. Terms

The more terms available, the larger the market, the quicker the sale and the higher the price. Terms structured to meet your objectives are important to successful marketing.

### 6. Price

If the property is not properly priced, a sale may be delayed or even prevented. Reviewing the Comparative Market Analysis assists you in determining the best possible price.





# HOW I PROPOSE TO WORK WITH YOU

1. Listen to your goals and expectations
2. Understand what makes your home valuable
3. Share why you should list your home with CENTURY 21®
4. Highlight how our presence and services can help you
5. Show a 21-point marketing plan to sell your home
6. Determine the market value of your property
7. Discuss optimal pricing strategies
8. Select the listing price for your home
9. Share resources and tips to help you get started
10. Answer any questions you may have

ABOVE AND BEYOND

# I'M ALL EARS



Because understanding your dreams and expectations are the starting point of our selling process.

Let's discuss:

**WHY** are you selling?

**WHEN** would you like to move?

**WHERE** do you anticipate challenges, if any?

**WHAT** specific services can I provide?

# WHAT MAKES YOUR HOME VALUABLE?



Highlighting the unique features and benefits of your home is essential in ensuring that it receives the value it deserves. To do this, it's important that we get to know your home as well as you do. Let's talk to explore what might be most attractive about this property to a potential buyer:

**WHAT** made you buy this home?

**WHICH** features of the home have you enjoyed the most in your time here?

**WHAT** are the features that a typical buyer might miss when they walk through?

**WHAT** other features or benefits should be highlighted?



WE  
GIVE

121%

ABOUT US





# YOUR HOME. OUR WORD.

A **CENTURY 21 Home Protection Plan**®, issued by **American Home Shield**®, can help your property stand out and give potential buyers added confidence.

A home warranty adds value to your home by protecting you and your buyer from unexpected costs for covered repairs to plumbing, electrical, heating, air conditioning and more.

## A CENTURY 21 HOME PROTECTION PLAN CAN HELP YOU

- **Mitigate** unexpected issues from the home inspection to keep the sale of your home on track
- **Maintain** your budget by managing the high costs of covered repairs on covered systems\*
- **Focus** on your next home and upcoming move instead of the property you are trying to sell

## ADDITIONAL BENEFITS

Get exclusive discounts on brand-name appliances with the AHS Appliance Discount Program to show your home with the high-end feel of brand-new appliances. Get up to 50% off retail prices on AC/Furnace filters for your home by visiting [discountfilterprogram.com](https://discountfilterprogram.com)

You can ask me to include a CENTURY 21 Home Protection Plan in your real estate transaction. Call 866.797.4802 or visit [ahshome.com/c21](https://ahshome.com/c21)

Refer to your agreement for complete coverage details.  
In Hawaii, air conditioning includes ducted, ductless and window units; heating not included.  
\*Subject to \$2,000 cap during listing period.

**CENTURY 21**  
Home Protection Plan®

Issued by  
**American Home Shield** 





# WHAT YOU CAN EXPECT FROM US

## AS A CENTURY 21® PROFESSIONAL I WILL...

- Provide you with professional, personalized service
- Monitor details and coordinate marketing activities for the sale of your home
- Show your property to qualified buyers
- Present all written offers
- Facilitate the closing

## TO HELP SELL YOUR HOME, WE WILL UTILIZE THE CENTURY 21 SYSTEM WHICH INCLUDES PROPRIETARY MARKETING TOOLS, A GLOBAL NETWORK AND PROVEN SERVICES:

### **CENTURY 21 Internet Marketing Program:**

- century21.com
- century21espanol.com
- Neighborhood profiles
- Targeted e-mail communication
- Social media presence
  - Facebook™
  - Twitter™
  - YouTube™
- Website listing distribution network
- National advertising
- Local advertising
- Preferred Client Club marketing
- Direct mail marketing
- Fine Homes & Estates digital magazine
- Global Referral Network
- SELLER SERVICE PLEDGE®
- Buyer lead distribution program (LeadRouter<sup>SM</sup>)
- Client lead reporting tool



# TRAINED TO BE ON TOP OF THE GAME

Each real estate transaction is a big deal with many moving parts. It can get unwieldy without the right support. CENTURY 21® Sales Associates are a true partner and will support you throughout your real estate transaction. We are:

## KNOWLEDGEABLE

With extensive and ongoing formal training to stay on top

## ATTENTIVE

Great listeners intent on understanding you and your goals

## RESPONSIVE

Quick and professional to respond as we manage each detail and the big picture



WE PUT  
OUR  
MONEY  
WHERE  
OUR  
HEART IS



### SINCE 1979.

the CENTURY 21® System has been a proud philanthropic partner of Easterseals®. As one of Easterseals' largest corporate sponsors, we are proud of our long-standing relationship with this charitable organization.

### OVER \$129 MILLION RAISED TO DATE

Our brokers, sales associates and employees work together to raise funds in support of the Easterseals mission: ensuring that everyone – regardless of age or ability – is 100% included and 100% empowered.



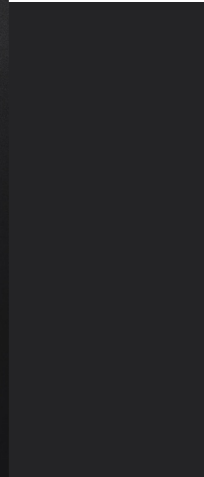
# WE'RE OBSESSED WITH BETTER.



We believe in always maintaining the highest level of customer service.

After each sale, we invite our clients to complete a Quality Service Survey (now available in Spanish) and submit it to an independent research group.

Y 2 1 Y 2 1  
C E N C E N  
T U R T U R  
Y 2 1 Y 2 1  
C E N C E N  
T U R T U R  
Y 2 1 Y 2 1  
C E N C E N  
T U R T U R



21 STEPS.  
AND MY 121%

The marketing plan to sell your home.

**CENTURY 21<sup>®</sup>**  
Ur Home Real Estate

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Ur Home Real Estate



# OUR 21 STEP MARKETING PLAN

## AN OVERVIEW

1. Recommend a pre-listing inspection and hiring a professional home staging service
2. Develop a highly detailed and interactive Comparative Market Analysis (CMA)
3. Create a photo slideshow and/or virtual tour to post on listing websites & social media like Facebook and YouTube
4. Enter your listing into the local Multiple Listing Service
5. Place the highly visible CENTURY 21® "For Sale" yard sign along with directional signs
6. Video walk-through (for a Virtual Buyer experience) for the interior and exterior of your home to be placed on video marketing sites
7. Place a "Lock Box" on your door to provide easy access for other sales associates
8. Place your listing on our century21.com website
9. Distribute your listing to 170+ Listing Partners including our Global Community
10. Place your listing on social media sites like Facebook, Twitter and YouTube
11. Place your listing on my personal website
12. Create a Unique Property Site for your listing
13. Prepare full color property flyers and brochures to showcase your home to buyers and other sales associates
14. Offer the CENTURY 21 Home Protection Plan® that can help attract buyers to your property
15. Prepare "Just Listed" door hanger and direct mail campaign for neighborhood and surrounding areas
16. Schedule "Just Listed" email marketing campaign to my entire list of contacts and past clients as well as area REALTORS®
17. Print (newspaper) and direct mail advertising in our local area
  - Just Listed Cards
  - Open House Cards
18. Hold an Open House and Virtual Open House for area REALTORS and the public
19. Tour your home with prospective buyers
20. Provide you with constant feedback from buyer showings with weekly online activity reports on your property
21. Negotiate with potential buyers on your behalf to help get you to the closing table

**THIS COMPREHENSIVE PLAN IS DESIGNED TO SELL YOUR PROPERTY AS QUICKLY AS POSSIBLE AND FOR THE BEST PRICE. A MORE DETAILED PLAN STRATEGIZING ALL THE WAY THROUGH CLOSING ALSO AVAILABLE.**





# WHAT MAKES YOUR HOME VALUABLE?



## 8 SECONDS

is what most buyers take to form a first opinion of your house. Let's make them count!

## HOME STAGING CAN HELP

**Highlight** your home's best features and appeal to the buyer's senses

**Maximize** your home's attractiveness to form an emotional connection

**Captivate** the buyer with a great first impression that stays in their memory

Ideally, your home should impress and motivate a buyer to swiftly make an offer before it's gone from the market. Follow simple exterior and interior design ideas and the home-improvement suggestions from our Moving Checklist to get started.







# YOUR LISTING ON 170+ WEBSITES NATIONWIDE

To connect with as many buyers as possible, the C21® Syndicated Listings Program distributes listings to hundreds of websites to expand online reach and drive leads.

**CENTURY 21.**  
century21.com

**CENTURY 21.**  
Global

**CENTURY 21**  
**COMMERCIAL.**

**CENTURY 21**  
FINE HOMES  
& ESTATES.

 **Homes.com**

**realtor.com**

 **Land.com**  
44  
SITES

**ListHub**  
10+  
SITES

**listglobally**  
94  
SITES

**MANSION  
GLOBAL**

 **ADWERX**

 **HomeFinder**  
.com

**duPont  
REGISTRY**

**Robb Report**

**officespace**  
.com

**JamesEdition**  
*The World's Luxury Marketplace.*

**REAL-Buzz**  
Global Real Estate Network  
powered by immobiel

 **Keyboom!**  
PRO

**BACK AT YOU!**

 **WHO'S WHO IN  
LUXURY  
REAL ESTATE.**

**LDCRE**

**zeta**

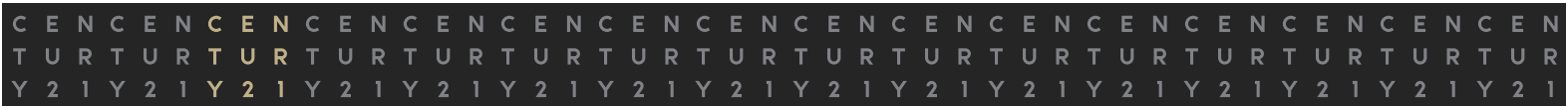
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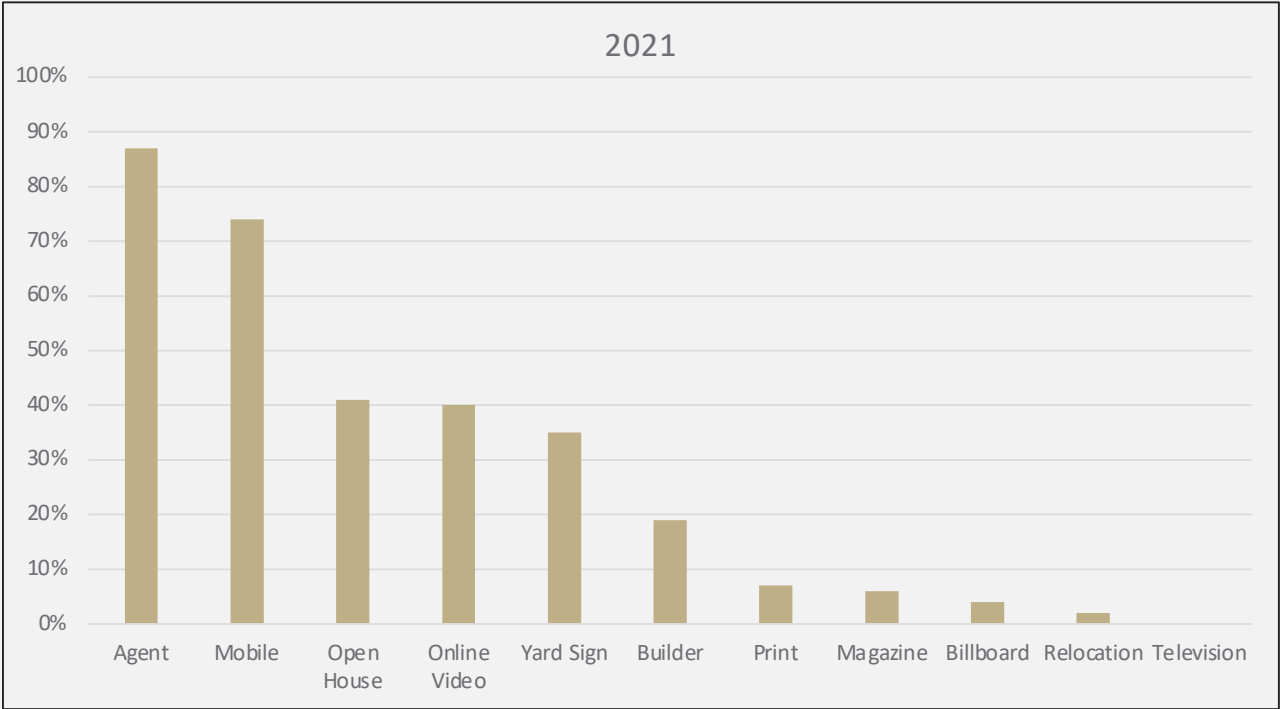
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# THE HOME SEARCH PROCESS

The search for a new home starts with a search box



Information sources that buyers used during their home search in 2020

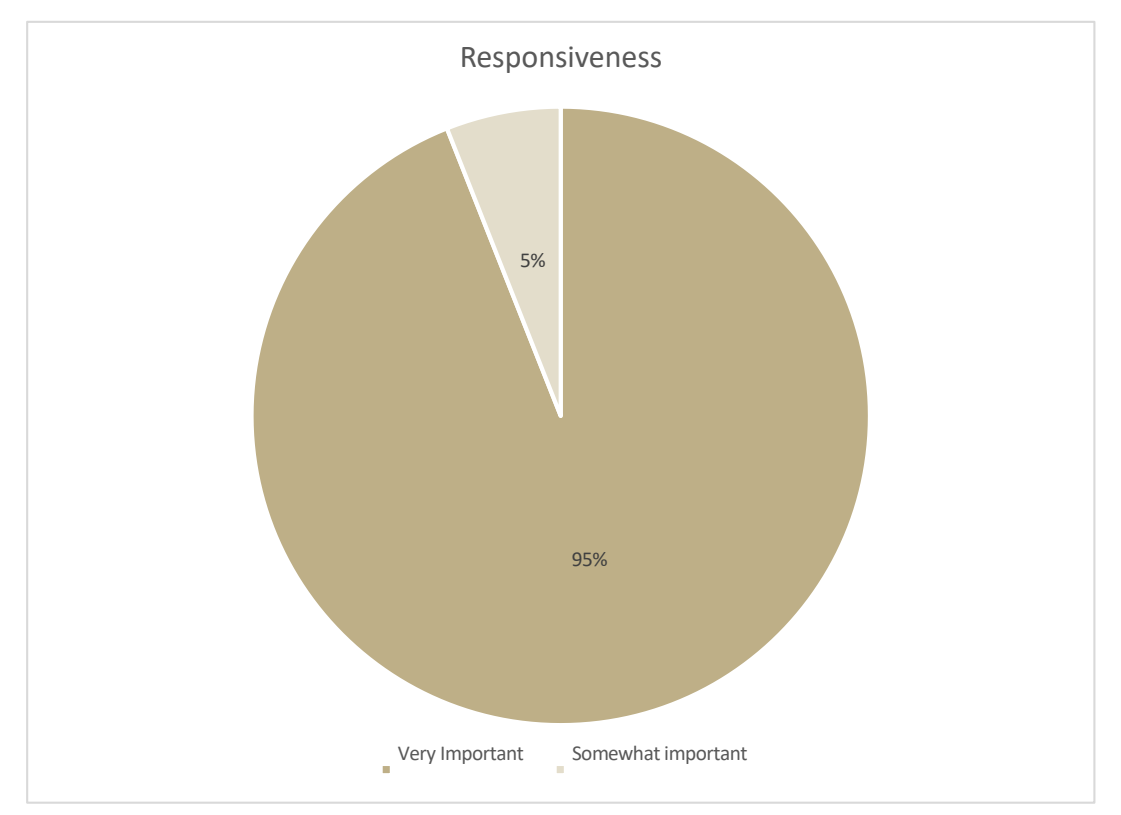
Source: 2021 National Association of REALTORS® Profile of Home Buyers and Sellers

Feature	Percentage of Users
Photos	83%
Info on Properties for Sale	79%
Floor Plans	54%
Virtual Tours	43%
Agent Contact Info	43%
Detailed Info on Recently Sold	39%
Pending Sales	39%
Neighborhood Info	37%
Interactive Maps	34%
Videos	28%
Upcoming Open House Info	20%
Virtual Open Houses	12%
Virtual Listing Appts.	10%
Real Estate News	5%

Source: 2021 National Association of REALTORS® Profile of Home Buyers and Sellers

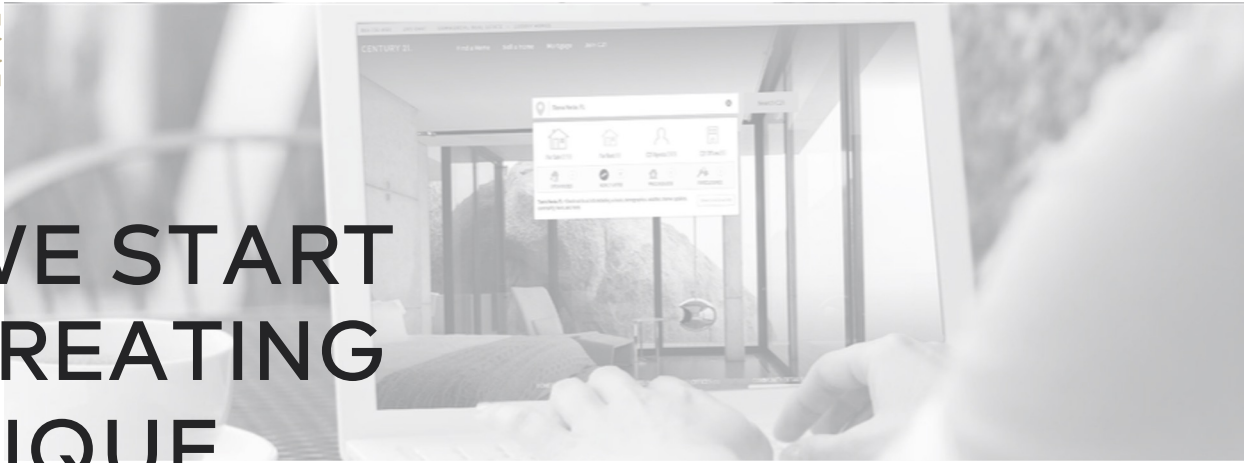
# AGENT RESPONSE TIME IS CRITICAL

95% OF BUYERS CONSIDER RESPONSIVENESS  
"VERY IMPORTANT"



## Importance of agent's response time – according to buyers

Source: 2021 National Association of REALTORS® Profile of Home Buyers and Sellers



# SO WE START BY CREATING A UNIQUE PROPERTY SITE

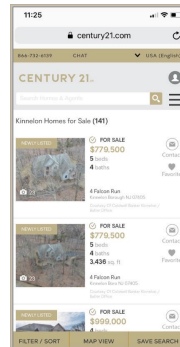
A UNIQUE DIGITAL HOME THAT STANDS OUT  
IN THE CROWD OF LISTINGS

## THE RESULT IS:

- **Clarity:** Buyers can quickly access all the key details about your property on one page
- **Clutter-breaking:** Attractive visuals and details that stand out among thousands of listings
- **Comprehensive:** Can reach both online buyers and local buyers looking for info

WE'RE  
ALWAYS  
RESPONSIVE  
AND  
MOBILE.  
JUST LIKE  
YOUR  
LISTING.

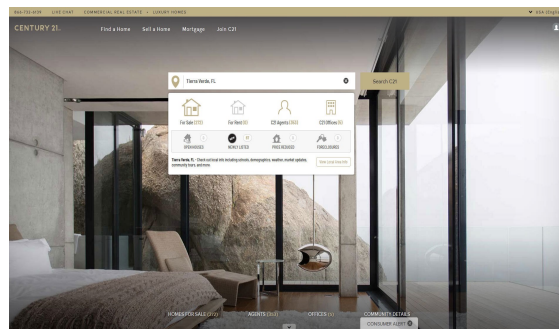
Real estate agents remain a vital part of the home search process and are the most used information source for home buyers, followed by mobile search devices.\*



### USER-FRIENDLY

Mobile users were more likely to find the home they purchased online.... \* Century21.com is mobile friendly and allows our agents to stay on top of the ever changing real estate market.

Source: 2021 National Association of Realtors Profile of Home Buyers and Sellers.

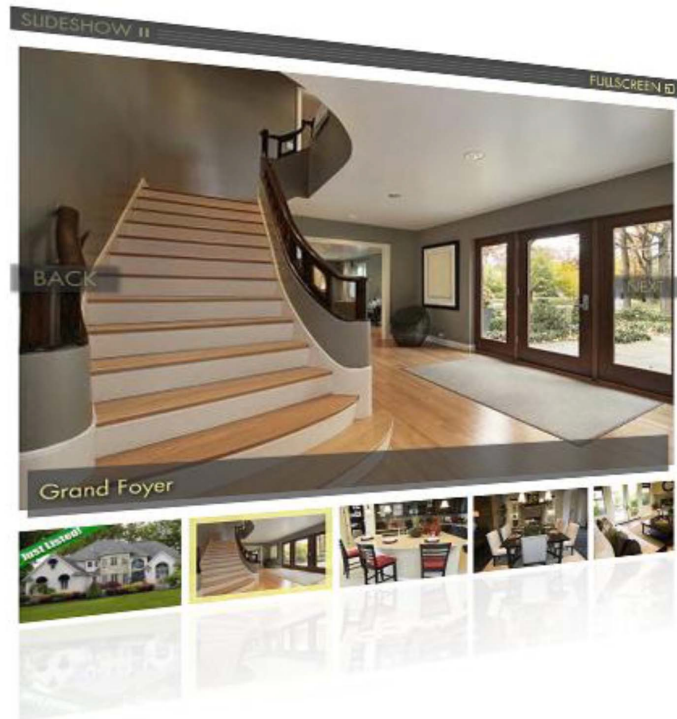


### INTERACTIVE

Agents can monitor each prospect's website activity. So I can predict who is "ready" and reach out at the right time, through chats or comments, to elicit a response.

# YOUR HOME IN FULL- SCREEN ON THEIR PHONE

Photos are the #1 thing buyers want to see online.\*  
And we showcase your home in vivid detail.



**BEAUTIFUL**  
Slide Show design

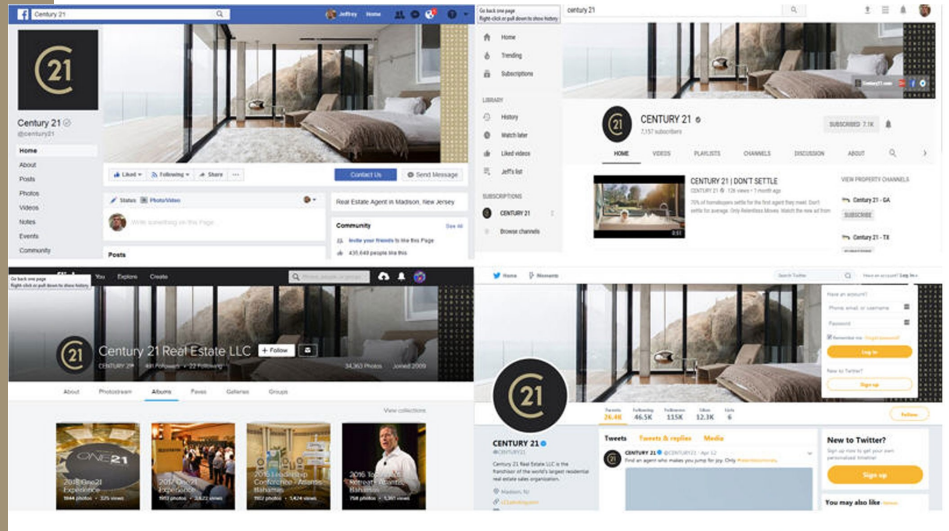
**VIVID**  
Full Screen mode

**ACCESSIBLE**  
on most mobile devices

\* 2021 National Association of REALTORS® Profile of Home Buyers and Sellers



# AND SOCIAL MEDIA TO FIND THE RIGHT BUYER



Millions of people use social media channels like Facebook, Twitter and Instagram daily.

The **CENTURY 21® System**, the cutting edge of real-estate marketing, successfully uses social media to promote your property listing and locate the right buyer for it.



# RELOCATE ALMOST ANYWHERE IN THE WORLD

With our **Relocation Services**, we can find you a great CENTURY 21® office anywhere you go.

## WHETHER YOU ARE MOVING ACROSS THE STATE, THE COUNTRY OR THE WORLD, WE CAN HELP:

- Connect you with an experienced CENTURY 21 sales associate, trained in relocation services, to represent you
- Send you a customized relocation packet designed to meet your specific needs, including community and school information
- Provide cost of living analysis
- Offer a city-to-city comparison of your current location to your new location
- Help you get to know the community you are moving to
- Give a detailed market analysis of your current home
- Coordinate the sale of your current home and the purchase of your new home
- Work with mortgage services for information, including obtaining loan pre-approval for your new home
- Partner with your Corporate Relocation Program, if any

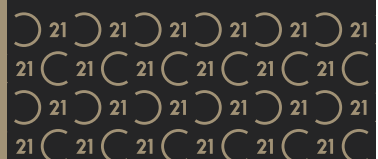
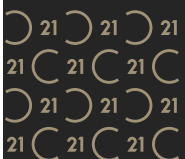


C E N  
T U R  
Y 2 1



# MAKING THE RIGHT MOVES

MARKET OVERVIEW





# DETERMINING THE MARKET VALUE OF YOUR PROPERTY

A **Comparative Market Analysis (CMA)** is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining this value. So similar properties in your area form the basis for valuation of your home.

## HERE ARE SOME THINGS TO CONSIDER ABOUT PRICING:

- A house that is priced right from the beginning typically achieves the highest proceeds
- Realistic pricing will achieve maximum price in a reasonable time
- The market determines the price
- The cost of improvements are almost always more than the added value
- Houses that remain on the market for a long time do not get shown



# HOW TO PRICE YOUR HOME TO SELL



## PRICE INTELLIGENTLY

By pricing your property at market value, you make it available to a much greater percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects its value.



## DON'T OVERPRICE

Improper pricing may lead to a below market value sale price, or even worse, no sale at all. Your home has the highest chances for a fruitful sale when its price is reasonably established.



## PRICE FOR THE PEAK

A property attracts the most interest when it is first listed on the market. Pricing improperly for this initial listing will cause you to lose out on this peak interest period, and may lead to your home languishing on the market.



# CHECKLIST

## 11 THINGS YOU NEED TO LIST YOUR PROPERTY

- ☐ 1. Last year's tax bill
- ☐ 2. Survey
- ☐ 3. Account numbers for mortgage
- ☐ 4. 3 copies of the key to the front or main entrance door
- ☐ 5. Invoices for repairs or improvements to the property
- ☐ 6. A list of inclusions and exclusions in the sale
- ☐ 7. Any interior or exterior pictures of the property
- ☐ 8. Declarations/covenants/deed restrictions (if applicable)
- ☐ 9. Utility bills, actual monthly costs or monthly budget
- ☐ 10. Information on special assessments (if applicable)
- ☐ 11. Homeowners/Condominium association information (if applicable)
  - ☐ Amount
  - ☐ Company
  - ☐ Address
  - ☐ Contact name
  - ☐ Phone number





## SELLER SERVICE PLEDGE® CERTIFICATE

As an independently owned and operated CENTURY 21® office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you market your property. To fulfill this commitment, we agree to provide you with the following services:

1. Dedicate ourselves to making the process of selling your home as easy and successful as possible.
2. Respect you and your needs and be honest and forthright, in accordance with Fair Housing regulations and ethical real estate practices.
3. Hold your best interests in the highest regard throughout the process.
4. Value and respect your time, being as efficient and effective as possible.
5. Endeavor to always understand your needs and respond quickly.
6. Provide regular progress reports throughout the process, and discuss comments received about your property with you.
7. Explain each step of the process and act as a guide to help you make informed decisions.
8. Make recommendations to enhance the marketability of your property.
9. Utilize a written Competitive Market Analysis and local market information to help you set an appropriate listing price to sell your home and receive the value you deserve.
10. Introduce you to other professionals (mortgage lenders, title agents, etc.) for information or assistance as appropriate.
11. Develop, present and agree upon a Customized Marketing Plan that will detail specific promotional efforts to help best market your property.
12. Place the internationally recognized CENTURY 21 yard sign on your property, with your permission and subject to local ordinances.
13. Post your property on c21.com, a site which receives millions of visitors each month.
14. Promote your property to potential buyers.
15. Utilize the CENTURY 21 System's vast online resources to expose your property to potential buyers around the world.
16. Utilize the CENTURY 21 System to help you obtain the results you deserve, including leveraging our network of more than 8,300 offices worldwide.
17. Submit to you all written offers, assist with negotiations, and provide an estimate of your net sales proceeds, so you understand these implications prior to the acceptance or rejection of any offer.
18. Upon acceptance of an offer by you, pre-settlement (escrow) activities throughout the closing process will be monitored as permitted by law or local practice.
19. Assist you in finding your next home, or offer to refer you to another CENTURY 21 Office in another location.
20. Use the full breadth of our collective experience, knowledge, tools & the most up-to-date training to best serve you.
21. \_\_\_\_\_

We appreciate you allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

This CENTURY 21® SELLER SERVICE PLEDGE® Certificate applies only to an exclusive right to sell agreement of not less than \_\_\_\_\_ days. Please be advised that the nature of the agency relationship as contemplated by this SELLER SERVICE PLEDGE may change in the course of a transaction with your permission or by operation of state law. In this event, some of the services represented may change or become void. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point SELLER SERVICE PLEDGE Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that the local independently owned CENTURY 21 office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.

A Copy of this SELLER SERVICE PLEDGE Certificate has been received on (date): \_\_\_\_\_

From CENTURY 21

By Seller(s):

Associate:

Current Address:

License #:

Current Phone:

Broker(s):

Email:



# LET'S SELL BETTER AND FASTER

RESOURCES AND TIPS FOR YOU TO GET STARTED



# CHECKLIST

## TO STAGE YOUR HOME FOR A SHOWING

### REMEMBER:

Try to look at your house “through a buyer’s eyes” as though you’ve never seen it before

### INSIDE:

- Clear all unnecessary objects from furniture throughout the house
- Clear all unnecessary objects from kitchen countertops
- In the bathroom, remove items from the countertops, tubs, shower stalls and commode tops
- Ensure that the bathroom tubs, tile, sinks, shower floor and ceiling and toilet bowls are free of mildew and look sparkling clean
- Rearrange or remove some of the furniture if necessary
- Take down or rearrange pictures or objects on walls
- Patch and paint where necessary
- Review the house inside room by room and:
  - Paint any room that needs it
  - Clean carpets and vacuum drapes
  - Clean windows and cobwebs from ceilings and chandeliers
- Make sure the closets and garage are not “too full”
- Replace burned out light bulbs and repair any faulty switches
- Repairs and improvements will facilitate a sale being made
- Make certain all rooms are odor-free

### OUTSIDE:

- Go around the perimeter of the house and remove all garbage cans, discarded wood scraps, extra building materials etc. into the garage or trash
- Check gutters and/or roof for leaks and/or dry rot
- Weed and then mulch all planting areas
- Clear patios and decks of all small items, such as small planters, flowerpots, charcoal, barbecues, toys etc.
- Check paint condition on the house, especially the front door and trim
- Review if shutters, shingles, stone or bricks need replacing
- Check exterior stairs and handrails; walkways, screens, screen doors

**If you check all of these off before a showing, you're already ahead of most other sellers on the in the way your home shows!**

# CHECKLIST

## PLANNING YOUR MOVE

T MINUS MOVING DAY

### 6-8 weeks before moving day:

- ☐ Set the date
- ☐ Interview moving companies and get estimates
- ☐ Get costs from truck rental companies if you plan to do the move yourself
- ☐ Inventory household goods
- ☐ Choose a mover

### At least 4 weeks before moving day:

- ☐ Contact utility companies to arrange for transfer or shut off
- ☐ File change of address forms
  - ☐ Notify creditors and anyone else who sends you monthly mail or publications
- ☐ Notify friends and family of new address
- ☐ Start organizing items to be moved or packed
  - ☐ Fragile vs. non-fragile
  - ☐ Immediately needed in new home
  - ☐ Kitchen items
  - ☐ Clothing
  - ☐ Toiletries
  - ☐ Tools
- ☐ Hold a yard sale to get rid of unnecessary items and junk

### 2 weeks before moving day:

- ☐ Return any borrowed or rented items
  - ☐ Cable Boxes
  - ☐ Furniture
  - ☐ Library books
  - ☐ Miscellaneous
- ☐ Pick up any personal items
  - ☐ Cleaning
  - ☐ Tools
- ☐ Miscellaneous
- ☐ Begin to clear out refrigerator and freezer

### 1 week before moving day:

- ☐ Confirm arrangements with the movers
- ☐ Notify friends and neighbors that you may need their help
- ☐ Make arrangements for care of small children and pets for the day

# CHECKLIST

## DURING YOUR MOVE

BEFORE, DAY OF AND AFTER

### THE DAY BEFORE THE MOVE:

- ☐ Make sure each person has a bag packed for essentials at the new address
- ☐ Defrost refrigerator/freezer
- ☐ Confirm arrival time of movers

### DAY OF THE MOVE:

- ☐ Get an early start
- ☐ Make sure movers have your contact information during the move
- ☐ Be available to movers for questions
- ☐ Perform final check of the home once movers have left
  - ☐ Make sure any appliances left behind are turned off
  - ☐ Be sure to leave keys and garage door openers
- ☐ All rooms should be at least broom clean and prepared for buyer walk through inspection

### ON DELIVERY DAY:

- ☐ Make sure you understand how the mover expects to be paid
- ☐ Supervise unloading and any unpacking
- ☐ Confirm receipt of all items on inventory sheets
- ☐ Welcome to your new home!

# SELLER QUESTIONNAIRE

Frequently when a listing expires, a seller may consider selling his property himself. To sell your property without the assistance of a qualified real estate sales associate, you should be able to answer an unqualified "YES" to each of the following questions. As you go through these items, remember that a professional real estate sales associate is skilled in every area.

<b>Price</b>	NO	YES
Do I have sufficient data to price my property realistically? Am I familiar with what comparable properties have sold for recently and what adjustments to those amounts I would need to make for my property?		
<b>Legal</b>	NO	YES
Can I draw proper contracts, recognize unreasonable contingencies, understand disclosure and agency relationships? Would I be on sound legal ground if conflicts arose?		
<b>Negotiations</b>	NO	YES
Can I handle the natural conflict of interest when working directly with a buyer, trying to protect my own interests versus my desire to accommodate his?		
<b>Marketing</b>	NO	YES
Do I have a complete understanding of real estate marketing and am I able to expose my property through the widest channels - local, regional and national?		
<b>Qualifying Buyers</b>	NO	YES
Can I professionally screen and handle innumerable inquiries? Can I differentiate between lookers and serious buyers? What kind of documents can I use to screen buyers and am I able to obtain them?		
<b>Financial</b>	NO	YES
Do I have expert knowledge of the current mortgage situation: assumptions, buydowns, ARMS, secondary financing?		
<b>Inconvenience</b>	NO	YES
Am I prepared to forego social or business plans for an extended period, as I must be available at all times?		
<b>Safety And Security Of Family</b>	NO	YES
Am I willing to have members of my household exposed to strangers? The motives of casual lookers could be suspect!		

Unless you answered YES to all the questions above, the skills and training of a professional sales associate would best assist you in selling your property. Please keep in mind that only one in twenty sellers who try to sell their properties on their own are successful in selling at market price. The other nineteen suffered inconvenience, lost time, and frustration in their endeavor without reaching their ultimate goal—selling their property at the best possible price, in the shortest time possible and at the least inconvenience. Now, let us show you why CENTURY 21 should be your choice!!

# SELLER QUESTIONNAIRE

To sell your home without the assistance of a qualified real estate sales associate, you should be able to answer an unqualified "YES" to each of the following questions. As you go through these items, remember that a professional real estate sales associate is skilled in every area.

<b>Price</b> Do I have sufficient data to price my property realistically? Am I familiar with what comparable properties have sold for recently and what adjustments to those amounts I would need to make for my property?	NO	YES
<b>Legal</b> Can I draw proper contracts, recognize unreasonable contingencies, understand disclosure and agency relationships? Would I be on sound legal ground if conflicts arose?	NO	YES
<b>Negotiations</b> Can I handle the natural conflict of interest when working directly with a buyer, trying to protect my own interests versus my desire to accommodate his?	NO	YES
<b>Marketing</b> Do I have a complete understanding of real estate marketing and am I able to expose my property through the widest channels - local, regional and national?	NO	YES
<b>Qualifying Buyers</b> Can I professionally screen and handle innumerable inquiries? Can I differentiate between lookers and serious buyers? What kind of documents can I use to screen buyers and am I able to obtain them?	NO	YES
<b>Financial</b> Do I have expert knowledge of the current mortgage situation: assumptions, buydowns, ARMS, secondary financing?	NO	YES
<b>Inconvenience</b> Am I prepared to forego social or business plans for an extended period, as I must be available at all times?	NO	YES
<b>Safety And Security Of Family</b> Am I willing to have members of my household exposed to strangers? The motives of casual lookers could be suspect!	NO	YES

Unless you answered YES to all the questions above, the skills and training of a professional sales associate would best assist you in selling your property. Please keep in mind that only one in twenty sellers who try to sell their properties on their own are successful in selling at market price. The other nineteen suffered inconvenience, lost time, and frustration in their endeavor without reaching their ultimate goal—selling their property at the best possible price, in the shortest time possible and at the least inconvenience. Now, let us show you why CENTURY 21 should be your choice!



# KEY MARKET FACTORS

How long does it take to sell a property? Some properties sell in a few days, others may take several months. By recognizing some key factors that influence marketing a home, you can get significant control over market time.

The proper balance of these factors will expedite your sale:

## Location

Location is the single greatest factor affecting value. A neighborhood's desirability is basic to a property's fair market value.

## Competition

Buyers compare your property against others in that neighborhood. Buyers interpret value based on available properties on the market.

## Timing

The real estate market may reflect a "buyers" or "sellers" market. Market conditions cannot be manipulated; an individually tailored marketing plan of action must be developed for each property.

## Condition

The property condition will affect price and speed of sale. Optimizing physical appearance and advance preparation for marketing maximizes value.

## Terms

The more terms available, the larger the market, the quicker the sale and the higher the price. Terms structured to meet your objectives are important to successful marketing.

## Price

If the property is not properly priced, a sale may be delayed or even prevented. Reviewing the Comparative Market Analysis assists you in determining the best possible price.



# I COMMIT TO DELIVERING AN EXTRAORDINARY SALES EXPERIENCE TO YOU

**When you choose me to list your home, you  
will receive:**

- Excellent service and support
- A market analysis of your home
- A winning marketing plan
- Every effort to sell your home promptly
- The resources of Century 21 Real Estate LLC

**LET ME GO TO WORK FOR YOU NOW!**

ABOVE AND BEYOND

# OUR COMMITMEN T TO YOU

## CENTURY 21.

### SELLER SERVICE PLEDGE® CERTIFICATE

As an independently owned and operated CENTURY 21® office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you market your property. To fulfill this commitment, we agree to provide you with the following services:

1. Dedicate ourselves to making the process of selling your home as easy and successful as possible.
2. Respect you and your needs and be honest and forthright, in accordance with Fair Housing regulations and ethical real estate practices.
3. Hold your best interests in the highest regard throughout the process.
4. Value and respect your time, being as efficient and effective as possible.
5. Endeavor to always understand your needs and respond quickly.
6. Provide regular progress reports throughout the process, and discuss comments received about your property with you.
7. Explain each step of the process and act as a guide to help you make informed decisions.
8. Make recommendations to enhance the marketability of your property.
9. Utilize a written Competitive Market Analysis and local market information to help you set an appropriate listing price to sell your home and receive the value you deserve.
10. Introduce you to other professionals (mortgage lenders, title agents, etc.) for information or assistance as appropriate.
11. Develop, present and agree upon a Customized Marketing Plan that will detail specific promotional efforts to help best market your property.
12. Place the internationally recognized CENTURY 21 yard sign on your property, with your permission and subject to local ordinances.
13. Post your property on c21.com, a site which receives millions of visitors each month.
14. Promote your property to potential buyers.
15. Utilize the CENTURY 21 System's vast online resources to expose your property to potential buyers around the world.
16. Utilize the CENTURY 21 System to help you obtain the results you deserve, including leveraging our network of more than 8,000 offices worldwide.
17. Submit to you all written offers, assist with negotiations, and provide an estimate of your net sales proceeds, so you understand these implications prior to the acceptance or rejection of any offer.
18. Upon acceptance of an offer by you, pre-settlement (escrow) activities throughout the closing process will be monitored as permitted by law or local practice.
19. Assist you in finding your next home, or offer to refer you to another CENTURY 21 Office in another location.
20. Use the full breadth of our collective experience, knowledge, tools & the most up-to-date training to best serve you.
21. \_\_\_\_\_

We appreciate you allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

This CENTURY 21® SELLER SERVICE PLEDGE® Certificate applies only to an exclusive right to sell agreement of not less than \_\_\_\_\_ days. Please be advised that the nature of the agency relationship as contemplated by this SELLER SERVICE PLEDGE may change in the course of a transaction with your permission or by operation of state law. In this event, some of the services represented may change or become void. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point SELLER SERVICE PLEDGE Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that the local independently owned CENTURY 21 office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.

A Copy of this SELLER SERVICE PLEDGE Certificate has been received on (date): \_\_\_\_\_

From CENTURY 21	By Seller(s):
Associate:	Current Address:
License #:	Current Phone:
Broker(s):	Email:

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This CENTURY 21® SELLER SERVICES PLEDGE Certificate applies only to an exclusive right to sell agreement of not less than \_\_\_\_\_ days. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point SELLER SERVICE PLEDGE Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that our CENTURY 21 Office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.



# THANK YOU

for taking the time to review our plan to  
sell your home

**ANY QUESTIONS?**

**ARE YOU READY TO LIST YOUR HOME  
FOR SALE WITH CENTURY 21® AND ME?**

ABOVE  
AND  
BEYOND