

SELLERS GUARANTEE

This pledge is a guarantee of quality of service related to: our approach to pricing, our advertising program, a determination of the net proceeds from the transaction, and support and guidance both before and after the sale.

- BEST SELLER ACTION PLAN** – I WILL provide you with a list of specific events and decisions related to selling your home. Emphasis is placed on highlighting your home as a desirable option in the competitive marketplace. I will work with you to develop a thoughtful plan to introduce your property in the most favorable light. It will be tailored to meet your time frame, and it will detail where and when your advertising will appear. It will indicate how demand for your home is created and how activity in the marketplace will be tracked. I will explain my strategy for the following up on serious buyer interest, as well as the steps involved in creating a smooth sales transaction.
- MARKET ANALYSIS** – I WILL provide you with a summary of the current market to help you to determine the most effective listing price for your property. My report will indicate what has been sold in the last six months. In addition, I will analyze the value of your home in the present marketplace as compared to similar properties.
- HOME ENHANCEMENT** – I WILL help you to find ways to enhance the presentation of your home to prospective buyers. I can offer suggestions that will maximize your return with a small investment of time and money.
- SECURITY PLEDGE** – I WILL be present for apartment showings or a fellow agent at Garfield Realty may also be available in my absence. We will do our best to help your home remain secure during this process.
- SALABILITY POTENTIAL** – I WILL review the conditions under which a sale can occur within the shortest period at the highest possible price.
- TOTAL EXPOSURE CO-BROKE SERVICE** – I WILL insure that you will receive the best price from the most qualified buyer by not limiting your exposure in the marketplace. As members of the Real Estate Board of New York (REBNY), we have pledged to proactively co-broke with every REBNY affiliated agency (13,000+ members), which enlarges the bidding pool. We immediately co-broke with the entire brokerage community because we know it is in the best interest of our client.

WE ARE PROUD
THAT WE DELIVER
ON OUR
COMMITMENTS –
SO MUCH SO THAT
WE PUT THEM
IN WRITING.
IF WE ARE
NOT DELIVERING
ON OUR
PROMISES,
YOU CAN AND
SHOULD TAKE
THE LISTING
AWAY FROM US.

7. **OPEN HOUSES** – I WILL host open houses, with your agreement, at strategic times. Appropriate and timely invitations will be extended to your neighbors, the brokerage community at large and to the public. The goal is to enlarge the visibility of your property, as well as to create excitement about it.
8. **LOCAL, REGIONAL, AND NATIONAL ADVERTISING** – I WILL outline when your property will be advertised through a variety of media, including the New York Times, Streeteasy, and other reputable outlets.
9. **SCREENING BUYERS** – I WILL pre-qualify prospective buyers before I show your property to avoid unnecessary inconvenience to you. Our firm takes great care to identify who is the best buyer for your apartment.
10. **PROGRESS REPORTS** – I WILL provide progress reports every two weeks or after an agreed upon number of buyers have seen the apartment. I will keep you abreast of current market conditions and will communicate buyer activity in a timely fashion.
11. **PURCHASE OFFER** – I WILL review with you all purchase offers as they are presented and assist you throughout the negotiations. Upon acceptance of an offer, I will monitor the progress of the contract negotiations, loan process, and board approval process. I will keep you informed during the entire transaction through closing.
12. **BOARD PACKAGES** (if coop transaction) – I WILL submit a high quality package of information to the Board of Directors. Each package is approved by the firm's senior management. Our packages consistently receive high ratings from coop board members and managing agents.
13. **CONCIERGE SERVICE** – I WILL link you to a variety of services you may need when selling your home and long after you close.
14. **RELOCATION SERVICES** – I WILL link you to reputable agents throughout the country to assist in the process of transitioning to your new home. A close working relationship will be developed to insure that there are clear understandings about the importance of timing and other critical issues.

If you are unsatisfied with the services or activities that we promised to deliver on our guarantee, all we ask is that you simply outline those items to our office manager in writing and then give us a 24-hour period to correct the situation to your satisfaction. If through our best efforts to serve you we are still unsuccessful, then you may immediately cancel our exclusive agreement and the termination provisions of the exclusive agreement shall apply.