



AGENT RESPONSIBILITIES

- Prepare a Comparative Market Analysis based upon current comparable list homes, recently sold comparable homes and expired comparable homes.
- Conduct agent survey during "Showcase Tour" and review findings with you.
- Communicate with agents following showings to obtain feedback for your review.
- Supply you with "Highlights" announcements for distribution to agents and customers.
- Update the Comparative Market Analysis monthly and apprise you of new comparable listings and new comparable sales.
- Communicate with you weekly to appraise you of any significant information that concerns the marketing of your home.
- Personally review with you a Monthly Marketing Report concerning your property which will include the following information: Advertisement media and frequency – Advertisement responses – Overall market conditions and activity – Showing feedback analysis – Recommendations.
- Confer with you regarding advertisement content and preparation of "Highlights" announcement.
- Send you clippings of our advertisements/internet marking of your home.
- Advice you on preparing your home for the market and for showings.
- Advise you on the process of negotiating and accepting offers.
- Notify cooperating real estate firms of any changes in your listing information.
- Assist buyers in securing mortgage financing.
- Closely follow your transaction through the pre-closing administration and keep you informed of its progress.