



Client & Customer Service Standards

Our Company was founded in 1986 upon one basic belief: that our job is not work with brick, mortar and parcels of land, but with PEOPLE ... PEOPLE who buy their homes through us ... but first, last and always, PEOPLE. Our philosophy has never changed. We know that our success is based entirely upon our ability to satisfy the real estate needs of PEOPLE. Therefore, our caring PEOPLE, the essence of our Company, make the following pledge to you:

Our Pledge to our Clients (Sellers)

To provide unsurpassed SERVICE in order to SELL your home at a FAIR MARKET PRICE, in the SHORTEST TIME, with the LEAST INCONVENIENCE to you ...

OUR CLIENT ... WE WILL ...

- Initiate and maintain constant and continuous communication with you.
- Carefully analyze your needs, being sensitive to your special requirements.
- Provide local, national, or international relocation assistance.
- Carefully review the Listing (Agency) Agreement.
- Explain the local real estate practices and procedures.
- Review applicable Seller Financing Alternatives.
- Present a written market value analysis of your home after a thorough study of current market conditions.
- Develop and explain a marketing plan of action for your home.
- Discuss preparing your home for showing.
- Promote your home to prospective local and out-of-town buyers.
- Promote your home to all fellow REALTORS®.
- Coordinate all appointments and showings.
- Present an updated market value analysis of your home when changing market conditions warrant same.
- Explain process of offer presentation.

Our Pledge to our Customers (Buyers)

To provide unsurpassed SERVICE to help you BUY your home in the SHORTEST TIME, with the LEAST INCONVENIENCE to you ... OUR CUSTOMER ... WE WILL ...

- Initiate and maintain constant and continuous communication with you.
- Carefully analyze your needs, being sensitive to your special requirements.
- Orient you to current market conditions.
- Provide helpful community data.
- Explain local real estate practices and procedures.
- Provide information on financing alternatives.
- Thoroughly analyze the entire inventory of homes on the market.
- Provide information on selected properties that meet your needs.
- Avoid wasting your time.
- Professionally show selected properties.
- Explain process of offer presentation.
- Coordinate all appointments and showings.
- Carefully review the offer to purchase.
- Conscientiously facilitate the negotiations.
- Explain post-purchase activities and responsibilities.

(Date)

(REALTOR®'s Signature)

REAL ESTATE the Way it Should Be.....The Brian Maecker Team (719) 593-2963