

# Comparison Chart

MAXIMUM  
EXPOSURE

MAXIMUM  
EQUITY

OTHER  
REALTORS

| REPRESENTATION (SERVICES)  |     |     |  |
|--|-----|-----|--|
| Perform as Your <b>Realtor</b> (Including State Agency responsibilities)   | YES | YES |  |
| Support Of Broker/Owner Throughout Selling Process   | YES | YES |  |
| <b>Weekly Contact</b> To Assess Activity And Market Conditions   | YES | YES |  |
| Explain Closing Costs You Are Responsible For  | YES | YES |  |
| Provide You With An Estimate Of Your <b>Net Proceeds</b>   | YES | YES |  |
| Prepare <b>Purchase and Sale Agreement</b> , Counteroffers, Addendums  | YES | YES |  |
| Assist You With <b>Negotiation</b>   | YES | YES |  |
| Assist You With State & Federal <b>Disclosure Forms</b> To Ensure Compliance   | YES | YES |  |
| Assist With Setting Up <b>Escrow/Title</b>   | YES | YES |  |
| Coordinate <b>Inspections/Appraisal</b>  | YES | YES |  |
| Contact Buyer's Lender To Verify Buyer's Ability To Obtain A Loan  | YES | YES |  |
| <b>Follow Through</b> Until Closing/Settlement   | YES | YES |  |
| Review Settlement Statement  | YES | YES |  |
| <b>Attend Closing/Signing</b> And Review Final Paperwork   | YES | YES |  |
| Provide You With <b>Professional Representation</b>  | YES | YES |  |
| Call For Showing <b>Feedback</b> From <b>Realtors</b> And <b>Buyers</b>  | YES | YES |  |
| Work To Save You Money In All Hidden Parts Of Transaction  | YES | YES |  |
| Assist With Avoiding Problems And Help With Solving If They Arise  | YES | YES |  |
| In House Mortgage Company - Assist Buyers w/Mortgage Advice/Qualifying   | YES | YES |  |
| Schedule Showings With Realtors/Buyers   | YES | YES |  |
| Allow You To Show Your Home to Maximize Your Savings   | YES | YES |  |
| <b>Show Your Home</b> to Prospective Buyers  | YES |     |  |
| Offer your buyer <b>\$2000 cash at closing</b> as an incentive to buy your home                                      | YES |     |  |
| PRICING  |     |     |  |
| Perform Comparative Market Analysis - "Appraisal"  | YES | YES |  |
| MULTIPLE LISTING SERVICE (MLS)   |     |     |  |
| Place Your Home On The "Multiple Listing Service" ( <b>MLS</b> ) If You Choose                                       | YES |     |  |
| Provide/Install MLS Lockbox  | YES |     |  |
| EXCLUSIVE MARKETING PROGRAM  |     |     |  |
| Advertise For Buyers 365 Days A Year (TCH/GN)  | YES | YES |  |
| Provide/Install <b>Yard Sign</b>   | YES | YES |  |
| Provide/Install <b>Directional Signs</b>   | YES | YES |  |
| Provide <b>Open House Signs</b>  | YES | YES |  |
| Open House By Seller (As Often As Desired)   | YES | YES |  |
| <b>Open House</b> By Help-U-Sell of Kennebec   | YES |     |  |
| <b>Free Weekly List Of Properties</b> - Sent To 100's Of Buyers  | YES | YES |  |
| 24/7 Internet Marketing (MLS upload)   | YES | YES |  |
| <b>24/7 Internet Marketing</b> (direct input) Multiple Websites  | YES | YES |  |
| <b>Realtor.com</b> "Showcase Listing" - 25 Photos, Enhanced Description, Virtual Tour                                | YES | YES |  |
| <b>Virtual Tour</b> Of Your Home   | YES | YES |  |
| Email Notification Of New Properties To Buyers Via Our Website   | YES | YES |  |
| <b>IDX</b> - Allowing Buyers Access To MLS Properties Via the Internet   | YES | YES |  |
| Install <b>Flyer Boxes</b> On Yard Signs   | YES | YES |  |
| Prepare <b>Flyers</b> For Yard Sign  | YES | YES |  |
| Prepare <b>Buyer Presentation Packages</b> For Inside Home   | YES | YES |  |
| <b>Advertise in the Tri-City Herald</b>  | YES |     |  |
| Advertise in the <b>Giant Nickel</b>   | YES |     |  |
| Advertise in the <b>Homes &amp; Land</b> magazine  | YES |     |  |
| Advertise on local <b>radio stations</b>   |     |     |  |
| <b>Direct Mail</b> Target Marketing Piece - Neighbors, Top Agents, MLS Sellers, Buyers                               | YES |     |  |
| GUARANTEE  |     |     |  |
| If You Are Not Completely Satisfied With The Services As Agreed, We Will <b>Refund Up To Our Full Fee At Closing</b> | YES | YES |  |

