

Seller's Plan of Action

For the sale of _____

Date _____

Name _____

Address _____

City, ST Zip

Since any real estate transaction is based upon the mutual cooperation of the real estate agent and the client, we at Realty United and Richard Johnson, believe that to achieve the highest price in the shortest amount of time, the seller(s) must be held responsible for the following items:

1. The Seller(s) should maintain the property in the best condition possible. The Seller(s) has been counseled on what it means to have a "Show Ready" property. This responsibility continues until close of the property.
2. The Seller(s) should make the property available for showings at all reasonably requested times. The Seller(s) understand an electronic lock box will increase showings over 30%.
3. The Seller(s) should provide easy access to the property. Richard should always have keys, tenant names, and contact information.
4. The Seller(s) should remove all pets from the premises during the listing period, if possible.
5. The Seller(s) will notify Richard if any sales material becomes depleted or damaged.
6. The Seller(s) agrees that if the property does not sell within 40 days and Richard's marketing efforts have been fulfilled, then the Seller(s) agrees to staged priced reductions thereafter.
7. The Seller(s) agrees to speak with Richard, the moment a concern arises. The Seller(s) will not let disappointments, if any, build to the point of distress.
8. The Seller(s) agrees to promote the property to all friends, family, co-workers, neighbors, and acquaintances. If any interest is developed through these contacts, the Seller(s) is to notify Richard immediately.
9. The Seller(s) should not question Realty United, Richard's advertising, direct mail, telemarketing, and web marketing sequence. After 26 years of experience, Richard knows the best return in strategies.
10. **The Seller(s) agrees that contact every 10 days from Richard is appropriate to keep the Seller(s) informed about market conditions, marketing efforts, and area updates.**

11. The Seller(s) will notify Richard immediately if any circumstances such as liens, lawsuits, refinances, or changes in marital status have occurred since the ratification of the listing agreement.
12. The Seller(s) agrees to contact Richard if another agent solicits the listing at any time.
13. The Seller(s) agrees to contact Richard Johnson if a change in motivation occurs.
14. The Seller(s) agree to contact Richard Johnson should the Seller(s) want to view or purchase any properties in any areas or locations in North America.
15. The Seller(s) agree(s) to inform Richard Johnson of any violations in city, county, state, building, fire, or health codes.
16. The Seller(s) agrees to inform Richard Johnson of any building permit inadequacies.
17. The Seller(s) will try to keep Richard Johnson informed of Seller's itinerary when traveling.
18. The Seller(s) agrees not to rent the property unless the tenant is aware of all showing and sale procedures, and has agreed to the same.
19. The Seller(s) agrees to promptly provide any operating, utility, or loan statements upon request.
20. Seller(s) agrees to inform Richard Johnson of any Internet sites that may be beneficial to the marketing of the property.
21. The Seller(s) agrees not to negotiate with buyer directly.
22. The Seller(s) agrees not to negotiate with any individuals selling the home who are not members of our team and without Richard present.
23. The Seller(s) agrees to return phone calls as soon as possible.
24. The Seller(s) agrees to keep the agent informed of any adverse financial challenges that affect the property.
25. The Seller(s) agrees to keep Richard Johnson aware of all physical changes to the property during the listing period.
26. The Seller(s) agrees not to remove real property from premises. The Seller(s) understands the differences between real property and personal property.
27. The Seller(s) agrees to notify Richard Johnson of any other owners that have any interest in the property.
28. The Seller(s) agrees to leave power of attorney with a trusted representative upon leaving town.
29. The Seller(s) agrees to vacate the premises on the agreed upon time, at or after close.
30. Seller(s) will have a voice-recording answering machine/voice mail to take messages.
31. Seller(s) agrees to furnish us with any new E-mail or phone numbers obtained.

It is our desire to form a partnership for profit. Profit is defined as the Seller(s) closing with a smile on their faces and with a check representing top market value—all accomplished in record time without problems.

AGREED AND ACCEPTED:

Seller _____ Date _____

Seller _____ Date _____

Agent _____ Date _____

