

## Marketing Commitment

A thorough marketing campaign includes two parts: one directed at the general public, and one targeted to get the attention of agents who either have current buyers or may be working with prospective buyers in the future. My marketing plan for your property will include the following:

- Review current market and competition to determine an appropriate listing price
- Estimate the closing costs and potential seller's net
- Submit your listing to the Multiple Listing Service
- Provide a high quality information brochure for on-site use
- Hold a Broker's Open to expose your property to real estate agents
- Provide a prime quality flier to all agents in the South Bay
- Use personal influence, local knowledge, and contacts to enhance market exposure
- Contact all showing agents on a weekly basis to obtain feedback
- Keep you informed of competition and market conditions
- Suggest price adjustments when appropriate

When an offer is obtained, I will:

- Negotiate and review all contracts presented by agents
- Obtain as much pertinent information as possible about the buyers' financial and personal position with regard to your property
- Review escrow instructions with you
- Meet the home inspector during the inspection period
- Review the home inspections report with you and negotiate any requests
- Order the termite report and review the results with you
- Meet the appraiser and provide favorable comparable sales
- Contact escrow and the lender for weekly status reports
- Coordinate the transfer of keys and possession to the new owner

This is my promise to you. I will use my marketing and negotiating skills to obtain the highest possible price at the most agreeable terms for you, my client.



**Brett Egan**

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