

SELLER PERFORMANCE GUARANTEES: OR WHAT CAN GET ME FIRED?

- * MARKETING CALENDAR/PLAN, INCLUDING ANY TIME IN PRE-LAUNCH IN WRITING
- * NO PRE-MARKETING: FULL EXPOSURE FROM ONSET (NO "COMING SOON")
- * VIDEO OR VIRTUAL TOUR OF THE LISTING AND POSTED ON SOCIAL MEDIA, WEBSITES WITH FULL ADDRESS OF PROPERTY
- * ALL MARKETING IN PLACE AT THE TIME THE LISTING GOES LIVE
- * CURRENT MARKET OVERVIEW WITH SUPPORTING DATA
- * WEEKLY COMMUNICATION: SHOWING FEEDBACK, INTERNET TRAFFIC, MARKETING EFFORTS, MARKET DATA
- * REANALYZE PRICING AT LEAST EVERY 60 DAYS
- * LIST OF INFORMATION NEEDED TO CO-BROKE AGENT WHEN OFFER IS MADE (PROOF OF FUNDS, PREQUALIFICATION, ETC.)
- * SELLER'S NET SHEET AT THE TIME OF OFFER
- * VENDOR LIST AVAILABLE ON ANNEARNOLD.COM
- * QUALIFY CO-BROKE AGENT IN TRANSACTION
- * BONUS TO SELLING AGENT FROM THE SELLER, I RECOMMEND OFFERING TO THE BUYER
- * RECOMMEND PRE-LISTING HOME INSPECTION
- * RECOMMEND STAGING