



PLAN OF ACTION TO SELL YOUR PROPERTY

I, **Oscar A. Barker**, as an agent of **Century 21 Town & Country**, which is owned and operated independently, am dedicated to providing you with service that is professional, courteous and responsive in helping you market your property. To fulfill this commitment, I agree to provide you with the following services, using knowledge, experience, ethics and technology:

1. Dedicate ourselves to making the process of selling your home as easy and successful as possible.
2. Respect all your needs and be honest and forthright, in accordance with Fair Housing Regulations and ethical real estate practices, holding your best interests in the highest regard throughout the process.
3. Value and respect your time, being as efficient and effective as possible, understanding your needs and responding quickly.
4. Utilize my knowledge, resources and training accumulated during our 19 years of experience, to best serve you.
5. Explain each step of the process and act as a guide to help you make informed decisions.
6. Provide regular progress reports throughout the process and discuss with you comments received about your property, until escrow delivers you the proceeds of your sale.
7. Make recommendations to enhance the marketability of your property.
8. Utilize a Comparative Market Analysis and local market information to help you set an appropriate listing price to sell your home and receive the value you deserve.
9. Provide you with a close estimate of the proceeds to be received from the sale.
10. Negotiate with your lender the "Short Sale" of your property, if necessary,
11. Review various financing alternatives that could be used by a buyer to purchase your home.
12. Develop, present and agree upon a Customized Marketing Plan that will detail specific promotional efforts to help best market your property.
13. Inform and provide to you with all disclosures for the buyers, required by law.
14. Explain local real estate procedures and regulations.
15. Place the internationally recognized CENTURY 21 yard sign on your property, with your permission and subject to local ordinances, and install in this professional sign a flyer box and Phone Number Capture System.
16. Post your property on www.Century21.com, a site which receives millions of visitors each month.
17. Utilize the CENTURY 21 System vast online resources to expose your property to potential buyers around the world.
18. Utilize the Century 21 System to help you obtain the results you deserve, including leveraging our network of more than 8000 offices around the world.
19. Submit your property to the multiple listing service (MLS) and to the five largest real estate aggregator websites: www.Realtor.com, www.Trulia.com, www.zillow.com, www.Homes.com, www.HomeFinder.com, www.youtube.com.
20. Promote your home in Facebook, Craigslist, Trulia, etc., and have on www.youtube.com a "Virtual Tour" presentation of your home.
21. Promote in our bilingual web-site www.oscarbarker.com your property to obtain a buyer.
22. Install a lock box, with your authorization, to enable other brokers and agents the access to your property in your absence.
23. Make a professional flyers describing your house and distribute them as follows:
 - a. To refill the flyer dispenser on the for sale sign;
 - b. You will receive 100 flyers to be distributed amongst your family, friends, and co-workers;
 - c. Email it to our 120 plus real estate agents of our C21 Town & Country offices.
 - d. Email it to 1000 brokers and agents of other real estate companies;
 - e. To 200 of your neighbors;
 - f. For distribution to our previous customers as well as our extensive data base.
24. Show your property to potential buyers.
25. Pre-qualify all potential buyers...
26. Submit to you all written offers, assist with negotiations, and provide an estimate of your final net sales proceeds, so you understand all implications prior to the acceptance of any offer.
27. Upon acceptance of an offer by you, pre-settlement (escrow) activities throughout the closing process will be monitored as permitted by law or local practice.
28. Assist you in finding your next home, or offer to refer you to another CENTURY 21 office in another location.

We appreciate your allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact:

Oscar Alfred Barker - Cell: 626.290.6569

CENTURY 21 Town & Country Seller Service Pledge Certificate apply only to an exclusive right to sell agreement of not less than _____ days. If any terms and conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this Service Pledge, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that our CENTURY 21 office is given ten (10) days given notice of the reason for termination and an opportunity to cure the default during the notice period.

<p>CENTURY 21 TOWN & COUNTRY By (Associate) _____ Email: _____ License # _____ Date: _____</p>	<p>Copy of this SERVICE PLEDGE has been received By Sellers: _____ Current Address: _____ _____ Email: _____</p>
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