



COLDWELL BANKER APEX, REALTORS PRESENT THE

APEX ADVANTAGE SELLER PROMISE

Most companies provide idle promises just to get your listing, but at Coldwell Banker Apex, Realtors, we provide a guarantee. We GUARANTEE 22 specific activities will be conducted to ensure that your property is marketed to the largest and most targeted group of potential buyers. It's our written commitment to update you on progress, leverage our negotiating skills to your benefit, and ensure a timely and stress-free closing!

If you're confident in the services you provide, shouldn't you GUARANTEE them?
We do!



Deborah Worthington
REALTOR®, Worthington Thor Team
(682) 472-1905
teamworthington@yahoo.com
WorthingtonThorTeam.com



COLDWELL BANKER
APEX, REALTORS®

20 Offices Serving Texas | 3rd Generation Family-Owned | #1 Woman-Owned Coldwell Banker in the US
69th Largest Real Estate Company in the U.S. | Top 50 Fastest Growing Real Estate Company in the U.S.

1 CLIENT REPRESENTATION
We WILL review agency alternatives that are available to you and potential buyers. My role as your agent for the various agency relationships and the representation of your interests will be presented for your consideration.

2 SELLER DISCLOSURE
We WILL present your written disclosure outlining the condition of your property to prospective buyers to protect you from future claims. You will keep me informed of any changes to ensure the information stays current on the disclosure statement.

3 HOME WARRANTY PROTECTION
We WILL discuss with you the information and benefits of a home warranty on the operating systems of your home to potentially attract more buyers and to help reduce your liability.

4 COMPETITIVE MARKET ANALYSIS
We WILL review with you current market & neighborhood statistics and will help you determine the most effective pricing strategy for your property based on those factors.

5 HOME ENHANCEMENT SERVICE
We WILL review with you methods to enhance your property's ability to attract buyers and to achieve the highest possible value.

6 FINANCING ALTERNATIVES
We WILL discuss with you various financing alternatives for prospective buyers and the likely impact of each alternative on your sale.

7 ESTIMATED PROCEEDS
We WILL review with you an estimate of the proceeds you can expect from the sale of your property based on the various offer and financing scenarios.

8 EVERY-DAY-UNTIL-IT'S-SOLD MARKETING PROGRAM
Digital Exposure: We WILL arrange for your property to receive its own website with a customized video tour in addition to world-wide exposure through the largest names in online property searches to include ColdwellBanker.com, Realtor.com, Zillow.com and hundreds more!
Property Watch: Your property information will be matched and emailed to buyers searching for homes with your property's price and amenities.
Social Marketing: We WILL leverage our online presence on Facebook, Twitter and YouTube to attract buyers to your property's online profile.
Yard Sign: We WILL place the powerful Coldwell Banker Apex yard sign on your property, subject to local ordinances, to generate calls from prospective buyers.
ListTrac Technology: We WILL show you how your home is being viewed by buyers online across various internet platforms. We can provide you a report at a frequency of your request.
CBx Buyer Locator: We WILL leverage big data and analytics to find the most likely buyer for your home in terms of location and demographics, so we can target our marketing to the most likely sources of buyers.

9 OFFICE & BROKERAGE PROMOTION
We WILL notify and actively promote your property to the Coldwell Banker Apex, Realtors network of sales associates before, at the start and throughout the listing period.

10 DIRECT MARKETING
We WILL promote your property through e-mail and/or personal contact marketing to our client network, targeted market and/or buyer segments.

11 OPEN HOUSE PROMOTION
We WILL arrange for an open house to be conducted, if and when appropriate, and as agreed in advance with you.

12 MULTIPLE LISTING SERVICE
We WILL submit your property information and photographs to our local Multiple Listing Service for exposure to other local brokers and thousands of sales associates.

13 PREFERRED PROFESSIONALS
We WILL assist in identifying quality licensed, bonded and insured companies available to provide you with any home selling services and other services you may require.

14 TECHNOLOGY SUPPORT
We WILL provide you with reports, as requested, on the buyer traffic for your property through our various marketing technologies. We will also electronically store your transaction documentation on our secure system for five years.

15 MARKETING ACTIVITY UPDATES
We WILL provide you with a regular report on current neighborhood and market conditions, trends and on buyer and marketing activity on your property.

16 BUYER QUALIFICATION
We WILL make every effort to arrange for only pre-qualified or pre-approved buyers to view your property.

17 EXCLUSIVE RELOCATION BUYER ACCESS
We WILL leverage our Principal Broker status with Cartus, the nation's largest relocation company, to target buyers relocating into the area.

18 INVESTOR NETWORKS
We WILL utilize our investor networks to enhance various types of buyer opportunities for your property.

19 STRATEGIC OFFER NEGOTIATIONS
We WILL review each offer to purchase and be your advocate in negotiating your most favorable terms.

20 CLOSING THE SALE
We WILL monitor the progress of the transaction including the satisfaction of contingencies and conditions from acceptance of the contract to closing.

21 AFTER SALE SERVICE
We WILL be available after the closing of your property to assist you in following up on any remaining details or service needs.

22 SERVICE SATISFACTION SURVEY
We WILL provide you with an opportunity to complete a written evaluation of our services.

We guarantee our services. So if we don't perform, you have the option to cancel your listing agreement. We are that confident.