



Commitment to Service

FOR: _____ **ADDRESS:** _____

I agree, with the cooperation of ERA American Real Estate, to perform the following services to market your home:

1. Provide a comparative market analysis of your home based on similar sales and competing properties to establish the initial market value of your property.
2. Prepare a good-faith estimate of anticipated expenses, reflecting the estimated proceeds you could receive based on your asking or agreed-upon price.
3. Work together to develop and agree with you on a customized marketing plan to help sell your home.
4. Provide you with exposure of your property listing with at least _____ photo(s) through ERA.com and other local web sites available to me within _____ business day(s).
5. Contact you _____ to discuss the selling progress of your home and include feedback from sales associates showing the property. I will return messages within _____ of your initial contact and would be happy to provide you progress reports _____.

You may reach me at:

(Phone)

(Email)

6. Review your competitive marketing strategy every _____ days based on the ongoing activity within the market.
7. Offer a financing pre-approval service to prospective buyers and to you when you're ready to buy, thus offering peace of mind regarding the financing process.
8. Where available, provide information on ERA® SELLER PROTECTION PLAN (SPP)* coverage to make your home as marketable as possible and a 1-year ERA® Home Protection Plan® (HPP)* for the buyers of your home that can protect you against unexpected repair costs while your home is for sale.
9. Assist with your home-buying needs or provide you with a qualified sales associate through our National Referral Network to help you in finding a home in your next community.

COMMITMENT TO SERVICE. If ERA American Real Estate fails to perform all the services in this COMMITMENT, you may terminate - as the sole remedy for that failure - the Exclusive Listing Agreement covered by this COMMITMENT as long as you give the parties listed below written notice of your intent to terminate, citing the specific breach of the COMMITMENT. ERA American Real Estate will have 10 days to cure the breach. If the breach is not cured in 10 days, the Listing Agreement shall terminate and ERA American Real Estate will unconditionally release you from the terms of the Listing Agreement. This COMMITMENT applies only in connection with an exclusive listing agreement for at least _____ days to sell your home. If any terms or conditions are prohibited by law, they shall be considered deleted from this COMMITMENT.

Owner

Date

Sales Associate

Date

Owner

Date

Broker

Date