

Customer Satisfaction

The Measurement that Matters

for Home Sellers



Ultimate Service® Value-Added Customer Programs

At Coldwell Banker, we offer a unique 2-part service which includes Marketing Services for Sellers and Value-Added Customer Programs. Your Coldwell Banker Sales Representative will work with you to develop a marketing program to help you sell your property. In addition, we'll give you access to other programs with our alliance companies, that can save you time and provide special services. Services such as:

Car Rental and Leasing

Moving Services

Home and Auto Insurance

Closing Services

Home Services

Financial Services Program

Home Warranty Program



www.coldwellbanker.ca

We've surveyed thousands of customers from coast to coast. Over 98% of our customers agree that Coldwell Banker Ultimate Service® exemplifies everything they look for in a real estate company.



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The Coldwell Banker Ultimate Service® Program

When it comes to real estate, it seems like everyone talks about customer service. At Coldwell Banker, we recognize that you want more than just conversation. You want a commitment to action. That's why we've created Ultimate Service® a system that puts you in control. Ultimate Service delivers real value and assures you the highest level of customer satisfaction.

1 We Listen

We want to know what things are most important to you, the customer. Tell us. We'll listen.



2 Together, We Set Our Written Service Standards

Together we'll develop a customized service plan that reflects your specific needs. We will live up to these written commitments, or you have the right to cancel your Seller's Agreement! How's that for service on your terms!

3 You Evaluate Us

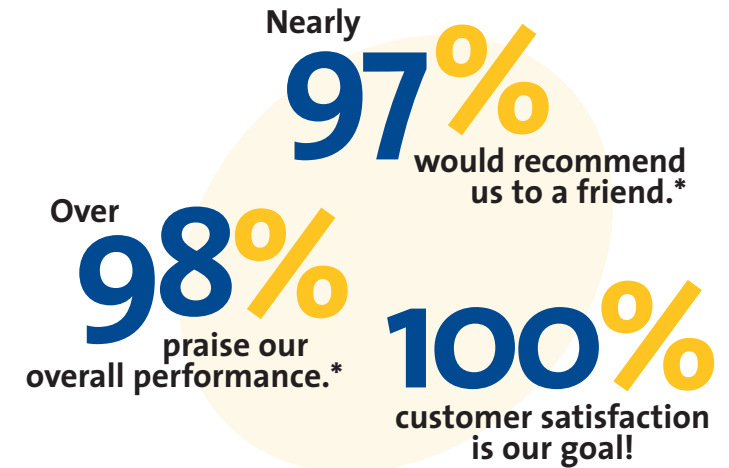
We've surveyed thousands of customers from coast to coast. Their needs, wishes and expectations have helped us establish the high standards of performance we work so hard to provide to every customer – every time. That's why when our job is done, we'll ask you to complete a Customer Satisfaction Survey telling us how we did and how we can improve.

The Result: Ultimate Service

We take everything we've learned along the way and use it to continually improve the services we offer. Over ninety years ago, Coldwell Banker was formed on the fundamental premise of placing our customers' needs above all else. This commitment has led to many innovations which have been adopted as industry standards, helping to make Coldwell Banker a leader in our field.



If you're looking for a complete program backed by the best guarantees in the business, that puts you in control, come to Coldwell Banker. Discover for yourself what Ultimate Service is all about.



* For the most recent figures, see the Ultimate Service® Buyer Satisfaction results.
† except any holdover clauses, where applicable.

Marketing Services for Sellers

Coldwell Banker and your Sales Representative are committed to helping you sell your property. We offer the best service in the industry – you can expect extensive market knowledge, proven real estate marketing savvy and strong negotiation skills with your real estate professional. We offer a full service program that may include some of the Marketing Services listed below to develop a customized program that reflects your personal needs.

- **Agency Alternatives.** We will review the alternatives for agency representation that are available to you and to potential buyers – Seller Agency, Buyer Agency and Disclosed Dual Agency – and our representation of your interests in the different agency relationships.
- **Marketing Action Plan.** We will present to you for your approval a custom Marketing Action Plan – a formal written plan for marketing your property, based on your needs and input. This plan may include an open house, to be conducted when appropriate and as agreed to in advance with you.

- **Competitive Market Analysis.** We will provide you with a current Competitive Market Analysis, and will assist you in determining the most effective list price for your property.
- **Financing Alternatives.** We will show you various financing alternatives for buyers of your property, and discuss the likely impact of each alternative on your sale.
- **Estimated Proceeds.** We will furnish you with an estimate of the proceeds you can expect from the sale of your property.
- **Home Enhancement.** We will develop a plan to enhance your property's

- ability to attract buyers, as described in the Coldwell Banker Home Enhancement Guide.
- **Coldwell Banker Action Team.** We will present your property to the Coldwell Banker sales team. We will share with you the team's review and recommendations to help you realize the best price obtainable for your property.
- **Promotion to Real Estate Network.** We will promote your property to other reputable, professional Brokers and Sales Associates in the area.
- **Multiple Listing Service.** We will prepare a plan for your property to appear in the local Multiple Listing

- Service. The information will be submitted by the date we have selected for the property's debut on the market to achieve maximum impact.
- **Property Promotion.** We will create a marketing piece to promote the details of your property including specific highlights and photos of your property. We will email it to potential out-of-town prospects, showcase it online and also include copies of it at your property for prospective buyers viewing it.
- **Direct Marketing.** We will prepare promotional materials regarding your property and arrange for their distribution to target market areas to attract potential buyers.

- **Coldwell Banker Sign.** We will place a Coldwell Banker FOR SALE sign on your property to help generate calls to our office from prospective buyers.
- **Advertising.** We will review with you our comprehensive advertising program designed to generate buyer prospects for your property. We will explain how our award-winning website, www.coldwellbanker.ca, generates millions of inquiries a month and how we can maximize this potential for your property. We can also discuss virtual tours, how we track online activity and more.
- **Seller Disclosure.** We will explain the benefits of providing a written disclosure regarding the

- condition of your property and, if applicable, will present your disclosure to buyer prospects to assist them in preparing an offer.
- **Home Warranty.** We will provide information regarding how a warranty on the operating systems in your house may increase the marketability of your property and help reduce your liability to the buyer.
- **Marketing Activity Report.** We will provide you with regular Marketing Activity of competitive market conditions, buyer activity and the actions we have taken to market your property.

- **Homefinding Process.** We will review with you the Best Buyer® Guidebook to acquaint you with the homefinding process that buyers are most likely to follow including financial qualifications, property selection, financing options and closing procedures.
- **Qualifying Buyers.** We will seek financial qualifying information on all buyers submitting a purchase offer. Our goal will be to pre-qualify or pre-approve the buyer through a reputable lender.
- **Negotiate Purchase Offers.** We will review all purchase offers as they are presented, and we will negotiate on your behalf to reach a purchase

- agreement with terms that are favourable and protective for you.
- **Closing the Sale.** We will monitor and inform you of the progress of the transaction including the satisfaction of all contingencies and conditions during the entire transaction.
- **After-Sale Service.** We will contact you after the closing to follow up on any remaining details or service needs.
- **Relocation Assistance.** We will provide you with details about our relocation and referral services, which are available to you at no cost, regardless of where you are moving.