

## How to Avoid Tying Yourself Up With a 6-12 Month Listing An Easy Exit Listing Puts YOU In Control!

**MONEY SAVING ADVICE:** Never sign a listing based on vague verbal promises. Some agents will tell you whatever you want to hear in an effort to get you to sign a listing.

Traditionally, real estate agents have required home sellers to sign long term listing agreements. Unfortunately, many sellers found that after listing their homes, the promised advertising and marketing efforts did not occur. This is understandably a key reason why home sellers are concerned about listing their home with a real estate company. How do you know that the company will uphold their promises? How do you know that you have an agent who fully understands the art of marketing and is skilled at attracting a steady stream of qualified, ready-to-buy buyers through your home?

**NEW PROGRAM:** While a written agreement is necessary, there is no reason that you have to be locked into a long term listing agreement. Now the risk and anxiety associated with listing your home can be eliminated, thanks to my Easy Exit listing.

The Easy Exit listing allows you to cancel your listing at any time, for any reason. If at any time you are not 100% satisfied with my marketing effort, you can exit from the listing just by calling me on the phone or sending me a letter. No hassle. No questions asked.

**WARNING:** If you decide to list your home with a real estate company, don't be tied up by a listing without specific, written, verifiable performance guarantees and an Easy Exit listing.

Your listing contract should state exactly and specifically what services and marketing the agent and company will do for you. How many open houses each month? How many showings (minimum) every month? How many advertisements in the newspaper every month? Will your home be in every issue of the Homes magazine? How many feedback calls will you receive every month?

**MOST IMPORTANT:** Your listing contract should state that if the agent does not perform and produce results exactly as promised that you can cancel the listing, at no cost or further obligation to you. Without this protection clause, you are gambling with what may be your most valuable asset.

Statistically, a real estate agent skilled in marketing can sell your home for 6% more than an agent unskilled in marketing. On a \$100,000 home, that's a whopping \$6,000! Know your agent and his or her qualifications!