



## PERSONAL SERVICE STANDARD

### CLIENT-AGENT RELATIONSHIPS

At the beginning of my client relationship, I will explain my client-agent obligations, noting that my client is my employer and pays my fee.

### STRUCTURING THE OFFERING

I will advise my clients on the most advantageous way to offer their home for sale, reflecting varying terms and conditions of sale. This "structuring" may include a conventional sales approach, second mortgage purchase, money mortgage lease-purchase or other methods of sale.

### MAXIMUM MARKET EXPOSURE

My client's home shall be fully exposed to the largest number of potential buyers possible. Normal marketing channels shall include all personnel in my brokerage, local cooperating offices, regional and national brokerages and relocation contacts.

### PREPARING THE HOME

I will advise my clients on how to prepare their home to show it in the most positive manner. I will not gloss over glaring physical defects and will make recommendations as to how they may be corrected.

### APPOINTMENTS AND NEGOTIATIONS

I will ensure that all negotiations by interested parties and other agents are coordinated through me, the listing broker.

### INFORM ON THE MARKET

I shall advise my clients weekly on buyer activity and interest, local market conditions and other factors that may affect the sale of their property.

### QUALIFIED LISTINGS

I recognize that only a "qualified listing" provides my clients with the basis for the most comprehensive and effective marketing plan possible. This can be defined as a home listed with the following:

- Complete and accurate details
- Well-motivated clients
- Competitive price by a market analysis
- Competitive structure
- A term sufficient to market the home

### OVERPRICED HOMES

I will advise my clients that I cannot properly represent nor professionally service listings that are overpriced, as I must be able to substantiate and defend my client's "BEST PRICE."

### THE MARKETING AND CLOSING PROCESS

I will explain to my clients every step in the marketing and closing process, including the amount of "earnest money" that should be secured as a deposit and what contingencies may be considered unreasonable.

### COMMUNICATION

I will establish consistent communication with my clients, either in person, on the telephone or via e-mail, and will commit all understanding to writing. I will advise on prospective buyer reaction and the merits of all offers.



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