



STANDARDS OF SERVICE

RONALD J. OGDEN, ASSOCIATE BROKER

You may expect to receive the highest level of professional and marketing services when you list your home. A comprehensive list of services follows. Our guarantee is also comprehensive: If at any time you are unsatisfied, you may end this agreement.

- **Professional Advice.** Expert knowledge and advice on pricing and marketing your home to its highest potential, so you receive the best price in the shortest amount of time.
- **Professional Representation.** Coordinate the entire home marketing process from start to finish, including:
 - Initial Market Analysis
 - Pricing Recommendations
 - Marketing Plan Implementation
 - Contract Negotiations
 - Regulatory Disclosures
 - Inspections
 - Appraisals
 - Lender Issues
 - Represent Your Interests to all Parties
 - Required Repairs
 - Preliminary Title Report
 - Title Insurance
 - Guide You through the Closing and Settlement Process
 - Schedule Closing Appointments
 - Review Settlement Documents for Completeness and Accuracy
 - Attend Settlement with You
- **Multiple Listing Service.** The absolutely most effective marketing tool for selling your home, we provide a full service listing on the Wasatch Front multiple listing service, exposing your property to thousands of agents and buyers in six Utah counties.
- **Extensive Internet Advertising.** Your home will be featured on every major real estate website nationwide, including:
 - **Realtor.com** – upgraded “Showcase” listings on the world’s most visited real estate website
 - **Utahrealestate.com** – statewide MLS website
 - Pureutah.com – Prudential website
 - trulia.com, zillow.com, vast.com
 - **Remax.com** – the most visited website of any real estate brand
 - MSN.com
 - Utahhomes.com – Coldwell Banker website
 - GoogleBase, CraigsList, and many others
- **Professional Yard Sign.** One of the most effective marketing tools, our professional yard sign shows prospective buyers that your property is for sale and gives vital property and contact information.
- **Secure Keybox.** Utilize a secure Board of Realtors keybox to facilitate and increase buyer showings with other Realtors.
- **Professional Scheduling Desk.** Our scheduling desk will coordinate all showings of your home with buyers, agents, and with you, calling you beforehand to obtain your permission for each showing.
- **Professional Photography.** Even with the ease and sophistication of today’s digital cameras, nothing can match the professional results of a professional photographer. A virtual tour of your home created by a professional photographer will showcase your home in the very best light.
- **Custom Color Marketing Brochure.** Using professional photography and graphics, and printed on high quality paper, our color brochures highlight the best features of your home in a format that makes a lasting impression.
- **Home Presentation & Staging.** Time-tested suggestions for presenting your home in a way that will make the greatest impression on buyers and bring the highest possible price. We may also recommend a complimentary consultation with a professional Interior Designer to showcase your home in the very best light.
- **Property Website.** High-impact property-specific website (www.yourstreetaddress.com) with custom content and photos. Your unique website address is included on all marketing pieces, brochures, and signs.
- **Real Estate Brokers Tour.** A long-standing tradition, we will host your home as part of the weekly Real Estate Brokers Tour, exclusively for real estate brokers and agents. Tour is held Wednesday mornings and often results in 30 or more active agents touring your home when it is new to the market and interest is high.
- **High-Gloss Color Postcards.** Very effective marketing program to your neighbors notifying them of your home’s best features and price, so they can tell their friends and relatives.
- **Neighborhood Open Houses.** Open Houses continue to be one of the most popular marketing tools in real estate. We are happy to host an Open House, if appropriate, using high-impact directional signs and advertising to attract buyers to your home.
- **Media Advertising.** Design and place selective advertising in print media, including The Clipper, Deseret Morning News, Salt Lake Tribune, and Standard-Examiner, as appropriate.