

# Pledge of Quality

**I will work as your professional Realtor, to help you sell your home in the shortest time, for the best price and use my expertise to make selling your home a smooth & pleasant experience.**

## **To Determine your Specific Needs I will:**

- Explain the help that I will need from you so that I meet all of your needs and expectations. Selling a home takes “Team Work” with excellent communication from start to finish.
- Develop the best strategy for showing your home. How much notice will you need to have your home ready to show?
- Explain the entire listing, showing, contract, and closing process beforehand.
- Give you timely progress reports on your property, either by phone, e-mail or personal visits, whichever is best for you!
- Promptly advise you on changes in the market climate.

## **To help you Enhance Your Home for Showings & the Internet I will:**

- Stage your home to have the “Best Selling Appeal“ for Buyers.
- Because a picture is worth a thousand words, I believe that marketing your property with the highest quality of professional photos is key to selling your home. My Professional Photographer will come in after the staging is completed.
- Make sure that you have maximum exposure on the internet (See attached detailed list)
- Gain thorough knowledge of your house and your community.
- I would recommend having your home Pre-Inspected so that you do not have any surprises. I can furnish you a list of ASHI Certified Inspectors.

## **To Manage the Selling Process from Start to Finish I will:**

- Determine the best selling price for your property.
- Explain the financing alternatives that will appeal to the broadest numbers of buyers.
- Present all offers to you promptly and assist you in evaluating them.
- Handle all the detail work and negotiations, carefully explain all written documents, and give you a copy of everything you sign.
- Manage the closing process when a contract is accepted.
- Follow through and keep tabs on loan application, inspection, etc. (See the attached details of the Selling Process).
- Handle the unavoidable surprises along the way, keeping the stress to a minimum.
- Accompany you to the closing, making sure that you understand the entire closing process.

Lesli Beasley, Realtor  
Windermere Real Estate

*Selling by Design*

