

Open

is with you every step of the way



1

Your Local Weichert® Office

Call or stop by to invite us in.

Date: _____



2

Initial Visit

Your Weichert Associate gets acquainted with you and your home in preparation for presentation of services.

Date: _____



3

Recommendations

Your Weichert Associate may suggest simple ways to make your home more marketable and attract a better price.

Date: _____



4

Custom Market Plan and Price Evaluation

Your Weichert Associate presents a custom marketing plan, along with marketing pieces that will showcase your home to buyers. A Price Trend Analysis will help you set a price.

Date: _____

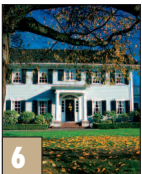


5

Listing Agreement

Listing Agreement is executed. You supply house keys as well as copies of your deed, survey, and the title policy, if available.

Date: _____



6

Home Protection Plan

The advantages of the optional Weichert Home Protection Plan as a buyer incentive will be explained to you.

Date: _____



7

Weichert Gold Services

Your Weichert Associate will review how Weichert Gold Services can make the transition to your next home easier.

Date: _____



8

"For Sale" Sign

Weichert's highly visible "For Sale" sign is placed on your property to attract callers.

Date: _____



9

Lock Box

With your consent, a lock box is placed on your door to allow access by licensed real estate professionals.

Date: _____



18

Inter-office Referrals

Our local Weichert office receives referrals of potential buyers for your home through Weichert's powerful network of over 16,500 Weichert Associates in over 350 company-owned and franchised sales offices.

Date: _____



17

Open House

Your Weichert Associate prepares for your Public Open House(s) by following a multi-step guide on preparation and follow-up. Invitations go out by mail and by phone.

Date: _____



16

Broker Open House

A Broker Open House showcases your home to other area real estate brokers.

Date: _____



15

Weichert Caravan

Associates from surrounding Weichert offices preview your home on the scheduled "caravan" day.

Date: _____

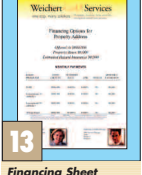


14

Mortgage Credit Approvals

Our Financial Services people can give buyers mortgage credit decisions quickly so that you can have confidence in a buyer's ability to complete a purchase.

Date: _____



13

Financing Sheet

A financing handbook prepared specifically for your home shows buyers how affordably your home fits into their monthly budget.

Date: _____



12

Neighborhood Calling

Neighborhood calling by your Weichert Associate lets your neighbors - often a source for buyers - know your home is for sale.

Date: _____



11

weichert.com

Through our state-of-the-art contact center, online buyers interested in your home can immediately connect to a Weichert Associate who can answer questions and arrange an appointment.

Date: _____



10

Multiple Listing Service(s)

Your property is placed on the Multiple Listing Service(s) as appropriate to expose it to other brokers and their customers.

Date: _____



19

"Just Listed" Cards

As soon as your house is listed, we send to hundreds of potential buyers a direct mail card that lets them know your home's available.

Date: _____



20

Weichert Relocation Resources

Your Weichert Associate notifies Weichert Relocation Resources, whose corporate contacts and participation in RELO®, the nation's largest broker-owned real estate network, expose your home to buyers relocating into this area.

Date: _____



21

In-house Promotion Resources

Your home's listing is reviewed at Weichert office meetings to promote more showings.

Date: _____



22

Advertising

A combination of regional & local billboard, radio, newspaper, direct mail and internet advertising are designed specifically to create results for you.

Date: _____



23

Monthly Payment in Ad

Monthly payments in Weichert ads encourage calls from buyers who see they can afford homes in your home's price range.

Date: _____



24

Follow-up Feedback

Your Weichert Associate regularly reports on progress and gives you feedback from prospective buyers and brokers who have seen your home.

Date: _____

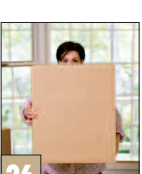


25

If You Are Also Buying

If you plan to purchase another home, your Weichert Associate can explain how Weichert Gold Services can ease your way to closing with financing, homeowners' insurance, title insurance and a home protection plan.

Date: _____



26

Relocation Assistance

If you are relocating, your Weichert Associate will put you in contact with the local Weichert office in that area or with Weichert Relocation.

Date: _____



27

Periodic Review

At regular intervals, your Weichert Associate will review market activity to determine if a price adjustment is appropriate.

Date: _____



35

Closing/Settlement

Adjustments made for miscellaneous items (axes, heating oil, etc.) You are paid and give the buyer title (or deed) and keys.

Date: _____



34

Mortgage Commitment

Your Weichert Associate advises you upon confirmation. Closing/settlement date and location are confirmed.

Date: _____

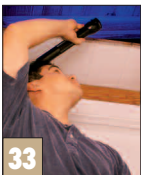


33

Inspections and Follow-up

Your Weichert Associate keeps you advised on progress of pre-closing pest and structural inspections, if applicable, and follow up on details as necessary to bring your sale to final closing/settlement.

Date: _____



32

Notification

Your Weichert Associate notifies Multiple Listing Service Board(s), if applicable.

Date: _____



31

Contract of Sale

Initial deposit is placed in a trust account. In some states, an attorney review is customary.

Date: _____



30

Agreement

Working through your Weichert Associate, you and the buyers agree on price and terms, including a closing/settlement date.

Date: _____



29

Offer Made

Your Weichert Associate advises you of all offers and helps you negotiate any counter offers you may make.

Date: _____



28

Manager's Review

Your Weichert Associate may arrange a "Manager Visit Review" by the Weichert office manager to assess your home's progress.

Date: _____

Each WEICHERT® franchised office is independently owned and operated.

Weichert® is a federally registered trademark owned by Weichert Co. All other trademarks are the property of their respective owners.

REALTOR® is a federally registered collective membership mark which identifies a real estate professional who is a Member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.



**Weichert
Realtors**