



FOR PROPERTY SELLERS

Realty Rate Worksheet

At Realty Rate Realty, we offer you something truly unique. We are, of course, everything a “traditional” real estate agency is, but then we go a step beyond that, and offer you more. In short, it’s about CHOICE. We give our Buyers and Sellers choices that deliver them savings and more control with the Real Estate process. It’s a model we truly believe in. We’re here each step of the way; you simply let us know when and how...

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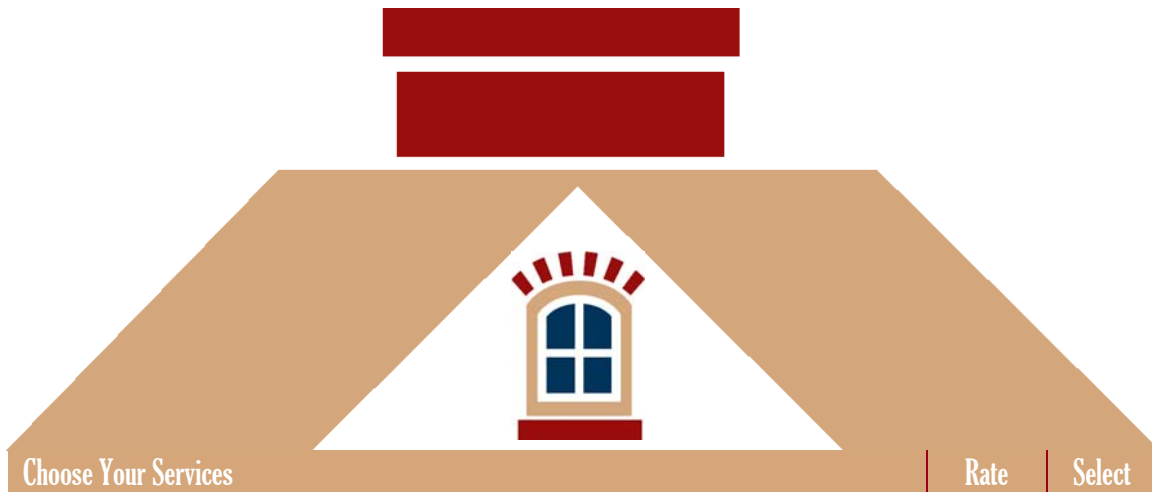
% Realty Rate (a la carte program)

% Use our exclusive Realty Rate tool to create your commission rate, selecting the services you want:

Property Address: _____ City: _____

Seller Name: _____ Price: \$ _____

Signature: _____ Date: _____



Choose Your Services

Comparative Market Analysis (CMA)

We perform a thorough Comparative market analysis of your property and generate a full company report of subject property with pricing considerations, market data, and a full follow-up consultation to help you price your home for today’s Comparatively for today’s buyers.

Rate

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Select

Multiple Listing Service (MLS) Inclusion

The most critical component to selling your home. We will work with you to collect all applicable data on your property and input your data within the MLS for exponent exposure and access by all participating area Realtors and MLS members. This also includes exposure for your property on Realtor.com (accessed by millions of consumers/Home Buyers and Sellers, nationwide).

3.0

Marketing Materials & Consultation

We will work with you to feature your home and provide appealing data to

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In Massachusetts, all commissions are negotiable.



potential buyers. This will include taking a gallery of digital pictures, virtual tour, creation of a property brochure and data sheets, along with a consultation and materials on additional efforts and initiatives to help sell your property quickly. In addition to the above, we will generate a marketing email campaign for reverse prospecting to area Realtors.

Online Promotion & Marketing

We can develop a property web page to be featured at BuildARate.com and within our network of local Internet web sites. Online materials will also be reference in any brochures and provided to any Realty Rate Buyers for additional information.

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Open Houses & Broker Tours

We will perform regular Open Houses and a Broker Tour to highlight your property, as well as provide notice of your Open Houses to area Realtors and across the MLS.

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Scheduling and Coordination of Property Showings

We will coordinate and schedule showings for prospective Buyers, and provide access to the property when needed. Additional options will include a Lock Box for your property to allow for easy and convenient showings for area Realtors.

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Or

Scheduling and Present at Property Showings

We will coordinate and schedule showings for prospective Buyers, and provide access to the property when needed. We will also be present at all showings when requested. Additional options will include a Lock Box for your property to allow for easy and convenient showings for area Realtors.

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Negotiations, Consultation, and Documentation

A valuable consideration to having our expertise on-hand is our experience with property negotiations. We will help you negotiate terms and pricing on your property. We also consult on other conditions and variables important in the contract phase. We provide the necessary documentation and other related materials to help you move forward easily.

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Closing Work, Inspections and Consultation

In preparation for closing, there are many things a Seller will need to have prepared for their Lawyer. Our Agents will help secure the necessary documentation, attain necessary reports and inspections, and work with you closely to ensure the closing process is a smooth and easy transition.

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Additional Items

For every Seller, we will provide appropriate signage for your property, introduce your listing to prospective Buyers, and deliver other misc. materials important for Home Sellers with our exclusive Home Sellers package.

Incl.




Calculate Your Rate

Add up the items selected above and calculate your custom Realty Rate commission price. **Note: Please initial next to your total rate calculated.**

Total %

Initial Here

Or you may select from one of our Bundled Packages...

%	Bundled Packages		
	<p>Basic Realty Rate Package</p>  <ul style="list-style-type: none"> ◆ Comparative Market Analysis (CMA) See above for service description. ◆ Multiple Listing Service (MLS) Inclusion See above for service description. ◆ Negotiations, Consultation, and Documentation See above for service description. ◆ Additional Items See above for service description. 	3.25	<input type="checkbox"/>
	<p>Standard Realty Rate Package</p>  <ul style="list-style-type: none"> ◆ Comparative Market Analysis (CMA) See above for service description. ◆ Multiple Listing Service (MLS) Inclusion See above for service description. ◆ Marketing Materials & Consultation See above for service description. ◆ Online Promotion & Marketing See above for service description. ◆ Negotiations, Consultation, and Documentation See above for service description. ◆ Closing Work, Inspections and Consultation See above for service description. ◆ Additional Items See above for service description. 	4.5	<input type="checkbox"/>
	<p>Premium Realty Rate Package</p>  <ul style="list-style-type: none"> ◆ Comparative Market Analysis (CMA) See above for service description. ◆ Multiple Listing Service (MLS) Inclusion See above for service description. ◆ Marketing Materials & Consultation See above for service description. ◆ Online Promotion & Marketing See above for service description. ◆ Open Houses & Broker Tours See above for service description. ◆ Scheduling and Coordination of Property Showings See above for service description. ◆ Negotiations, Consultation, and Documentation See above for service description. ◆ Closing Work, Inspections and Consultation 	5	<input type="checkbox"/>

In Massachusetts, all commissions are negotiable.



See above for service description.

- ◆ **Additional Items**

See above for service description.



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‰ **Additional Programs**

Ask us about our other Realty Rate programs, including our:

- ◆ For Sale by Owner Program (Risk Free)
- ◆ Client Appreciation Incentives
- ◆ Builder/Developer Program



For Property Buyers

We also offer great services and programs for Buyers. See your Agent for more information or to receive your custom Realty Rate Realty Buyer's Packet today.