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REAL ESTATE BROKERAGE • PROPERTY INVESTMENT CONSULTING • LOAN ARRANGEMENT

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## -- Listing Service Policy --

Rockyfield is an independent real estate broker established by a business professional with years of corporate management experience. Our philosophy is to always place our customer's interest first. Our profit and satisfaction follow only if we can provide excellent services to our clients. In real estate transactions, there are many parties involved. Therefore, it is extremely important for you to have an unbiased agent who work and give advice only for your best interest. In servicing sellers, we make a commitment to the following:

Communication: We believe good communication is what our customers appreciate most.

- A written weekly progress report will be provided even if nothing significant happens.
- We also keep the seller informed by phone of any new development as practically as possible.
- If you do not hear from your listing agent for more than five business days without prior notification and your consent, please contact our principal.
- We disclose any existing or possible conflict of interest we may have upon becoming our knowledge.

Comparative Market Analysis (CMA): This analysis will help you determine the list price.

- We also produce periodical CMAs as the market is dynamic and new sales activities in your area will definitely affect the sale of your house.

Strategic Marketing Plan: We will furnish you with a strategic marketing plan after consultation and agreement with you. This process will include:

- Analysis of the market condition and the above mentioned CMA.
- Profile of your house to determine where and how to position in the present market.
- Determination of target buyer demography (prospecting buyers).
- Creation of the crucial marketing message for your house.
- Tactical level action plans which may include, but not limited to:
  - Possible repairs and improvements;
  - Possible financing alternatives to increase salability (if applicable);
  - Advertising, "For Sale" signs, open house (both brokers' and buyers' open house) and showing;
  - Multiple Listing Service;
  - Working with other realtors to maximize the possibility of selling your house;
  - Rockyfield web promotion.

Handling of Offers: We present you every offer we receive as soon as it is practical.

- If requested, we will give our objective opinion of those received offers.
- Unless instructed otherwise by you, we continue to present offers as we receive until the escrow closes.

Monitoring Escrow: Many troubles in escrow can be avoided or efficiently dealt with by close monitoring.

- The listing agent will conduct proactive monitoring of the escrow progress, checking what they are awaiting or if there is any obstacle or a sign of problem, and we will take an immediate action to rectify or resolve them before they become serious. Frequency of escrow contacts will vary depending on the stage of the escrow process.

Rockyfield Listing Agent

Signature for commitment: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Rockyfield Principal: \_\_\_\_\_

This Seller Service Commitment applies to an exclusive right to sell agreement only. If any statements, terms and conditions herein are prohibited by law, they are deemed to be void and have no further effect. In the event of a breach of this policy, within 5 business days of such occurrence, the seller shall notify the principal of Rockyfield. If such breach is not corrected or cured within 10 business days from the seller's notice to the Rockyfield principal, the seller may terminate the exclusive right to sell agreement as a sole and exclusive remedy and no further liability shall be warranted. Our acceptance of such termination shall be possible only before the seller's acceptance of any offer.