



Guaranteed Performance Agreement

This Guaranteed Performance Agreement is part of our Exclusive Marketing System. It includes the following terms and conditions:

1. **FOR SALE SIGN** – A Lauer Realty Group “For Sale” sign will be installed on your property soon after the listing begins. This sign is the single most effective marketing tool in selling your home.
2. **PRINT ADVERTISING** – Your home will be advertised in local and neighborhood newsletters and periodicals on a rotation basis.
3. **INTERNET** – Your home will be presented on numerous websites not limited to but including:
 - a. www.LauerRealtyGroup.com – Your home is immediately presented on our web site including photos, details and commentary. This means your home can be seen by anyone who is looking at any of our listings, or using our web site for the links to calculators, news, area listings, etc.
 - b. www.wisconsinhomes.com – Public access to the Multiple Listing Service – this site generates interest in your home with photos and a wealth of information – from comprehensive home searching to an exhaustive real estate glossary.
 - c. www.Realtor.com - This website is nationally promoted and is utilized by local and out of town home seekers. Your property will be promoted as a showcase listing and will receive additional exposure with Lauer Realty Group
 - d. www.craigslist.com - Here we publish your home with specs, updates, open houses, pictures and a write up to garner attention to your property. Our contact information is provided; we maintain and follow up with all leads on your behalf.
 - e. Please reference our marketing piece “Internet Advertising” for a complete list of websites your home will appear on
4. **WEBSITE** – Information and a virtual tour of your property is available 24 hours a day on the internet. This is a dynamic way for interested buyers to obtain information on your home at any time. Additionally, interested buyers can contact us directly from our website to ask questions or set up a showing.
5. **MULTIPLE LISTING SERVICE** – your home will be placed on the South Central Wisconsin Multiple Listing Service (MLS) network. This network advertises your home and invites any cooperating Brokers to sell it to their buyers. The MLS is available to the public through www.wisconsinhomes.com
6. **AGENT PREVIEW** – All new listings and updates to current listings are promoted to all members of the MLS through our listing information “Hot Sheet” as well as the option of offering a Broker Open House for any agents who have potential buyers or are interested in a preview. This builds excitement about the new listing.
7. **NATIONWIDE REFERRAL AND RELOCATION NETWORK** – I work with national referral networks to make information on your home available to the many out of town buyers that are referred to me. This network means that Brokers across the country put me in touch with individuals and families that are relocating to our area. In addition, we work with an extensive number of area corporations, industries, and employers with employee relocation needs.



8. **BROKER MARKET ANALYSIS** – I will do a complete and thorough analysis of your home and the current Real Estate market. With this knowledge, I can work with you to determine a price range and marketing strategy which will result in the timely sale of your home at the best possible price.
9. **HOME FEATURE SHEETS, BOOKS AND CARDS**– I will prepare a flyer which points out the special features and highlights of your home and these will be distributed to potential buyers and other Brokers. The feature sheets will be incorporated into a “Home Book” that interested Buyers can keep after seeing your home. This book not only showcases your home’s features, it helps interested Buyers remember your home more than others they have seen. This book will provide a positive answer to many of the Buyer’s questions that often come up during and after a showing. This book will include as appropriate: recent updates and renovations, energy costs, the condition report, and some community information. With your approval, cards can be placed in your home to highlight its special features.
10. **PHOTOGRAPHS OF YOUR HOME** – To present your home at its very best to potential buyers in our marketing areas, we will photograph your home inside and out. These photographs will be used on the MLS and websites. We do our best to photograph on a sunny day and we always take our time to capture and edit the best photos of your property. A picture is worth a thousand words.
11. **POSTCARDS** – To announce your new listing, postcards will be sent to your neighbors. To draw in home buyers, postcards include photos, house specs and special features. If it lines up, an Open House may be advertised with the Just Listed postcard. In the event that you receive an accepted offer within the first week of listing, the postcards may be canceled or postponed until the sale, announcing your SOLD status.
12. **OPEN HOUSES** – As arranged between us, there will be “Open Houses” at your home to provide more advertising and showing exposure of your home to potential buyers. (Usually an open house is scheduled for Sunday afternoon).
13. **MORTGAGE & FINANCING CONSULTATION** – I have an understanding of current interest rates and various financial programs available so that we can pre-qualify potential buyers, when possible, and suggest alternative mortgage financing that is available in the community.
14. **HOME WARRANTY PROGRAM** – A home warranty program is available for you to purchase in order to provide protection for you throughout the listing contract and to provide the Buyer coverage for one year after closing. I can provide a brochure that explains the program and the cost. This can be a tool in marketing and selling your home to Buyers who are concerned with the potential mechanical problems that may occur with purchasing an older or existing home.
15. **ADVERTISING/MARKETING TIMELINE** – I will advertise your property until there is an accepted offer to purchase. The advertising shall resume in the event the offer to purchase contract does not result in a closing. The Broker does reserve the right to substitute advertising, home warranties, trade names, marketing methods, and referral networks covered in this agreement



16. **CLOSING CONSULTATION AND COORDINATION** – I will work with the title company to coordinate the preparation of the closing statement and other documents necessary to close your transaction. I will also coordinate schedules with attorneys, lenders and others to complete the sale of your home.
17. **KEEP IN CONTACT/AVAILABILITY** – I will constantly monitor conditions and communicate with other agents who show your property. I will contact you at regular intervals in person, by phone, mail or e-mail to inform you as to the reactions or comments buyers had about your home, and advise you as to changes in the market. If you have additional questions or would like more information, I will be ready and available to assist you. Should either of us be out of town, you will know and will have another agent working with you during that time.
18. **GUARANTEED PERFORMANCE** - The Broker shall carry out the terms of this agreement at the Broker's discretion during the term of the listing contract. The Seller understands and agrees listed in this contract that while the Broker will substantially adhere to the above outline of services, there may be deviations due to seller request, holidays or other.
19. **Cancellation Policy** – You may request a cancellation of the listing contract at any time after 30 days from the date the listing contract is signed if we breach this agreement by failing to comply with its material continuing requirements. In order to receive a cancellation agreement, you must first mail us a written statement setting forth the reason for the cancellation request. If we do not remedy the breach within 10 days after receipt of said notice, this contract shall be canceled at midnight of the 10th day. Should such cancellation take place, there will be no penalty to you; however, if a sale is consummated to someone introduced to your property during the period of the Listing Contract, Lauer Realty Group shall receive the commission in accordance with the Listing Contract.
20. **Notices** – Any required notice must be addressed to Lauer Realty Group, Liz Lauer, 2229 Atwood Ave, Madison, WI 53704. Any notice to you shall be addressed to your address in this contract.

Dated: _____ Lauer Realty Group Agent: _____