



ERA® Broker Commitment to Service

FOR: _____

ADDRESS: _____

I agree, with the cooperation of _____ (company name) to perform the following services to market your home:

- 1. Provide a comparative market analysis** of your home based on similar sales and competing properties to establish the initial market value of your property.
- 2. Prepare a good-faith estimate** of anticipated expenses, reflecting the estimated proceeds you could receive based on your asking or agreed upon price.
- 3. Work together to develop** and agree with you on a customized **marketing plan** to help sell your home.
- 4. Provide you with exposure of your property listing** with at least _____ photo(s) through ERA.com and other local Web sites available to me within _____ business day(s).
(# of photos) (time frame)
- 5. Contact you** _____ to discuss the selling progress of your home and include feedback from sales associates showing the property. I will return any messages within _____ of your initial contact and would be happy to provide you progress reports _____.
(frequency of contacts) (set time frame for return contact) (frequency of progress reports)

You may reach me at:

_____ (phone) _____ (email) _____ (fax)

- 6. Review your competitive marketing strategy** every _____ days based on the ongoing activity within the market.
(time frame)
- 7. Offer a financing pre-approval** service to prospective buyers, and to you when you're ready to buy, thus offering peace of mind regarding the financing process. ERA Mortgage is available to provide this service.
- 8. Offer an ERA Home Protection Plan®*** to enhance the marketability of your home, and offer a Seller Protection Plan (SPP) that can help protect your home from unexpected repair bills during the time your home is marketed.
- 9. Assist with your new home buying** needs or provide you with a qualified sales associate through our National Referral Network to help you in finding a home in your next community.

COMMITMENT TO SERVICE. If ERA® Broker fails to perform all the services in this COMMITMENT, you may terminate – as the sole remedy for that failure – the Exclusive Listing Agreement covered by this COMMITMENT as long as you give the parties listed below written notice of your intent to terminate, citing the specific breach of the COMMITMENT. ERABROKER will have _____ days to cure the breach. If the breach is not cured in _____ days, the Listing Agreement shall terminate, and ERABroker will unconditionally release you from the terms of the Listing Agreement. This COMMITMENT applies only in connection with an exclusive listing agreement for at least _____ days to sell your home. If any terms or conditions are prohibited by law, they shall be considered deleted from this COMMITMENT. (# of days)

THIS COMMITMENT is given by the ERA® BROKER and sales associate indicated below and is not a commitment from ERA FRANCHISE SYSTEMS, LLC. Each ERA office is independently owned and operated and may not enter into contracts on behalf of ERA FRANCHISE SYSTEMS, LLC.

_____	Owner	_____	Date
_____	Owner	_____	Date
_____	Sales Associate	_____	Date
_____	ERA® Broker	_____	Date

* See plan terms and conditions for complete details, exclusions and limitations. ©2010 ERA Franchise Systems, LLC. A Realty Company. All Rights Reserved. ERA Franchise Systems LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is Independently Owned and Operated. ERA, the ERA logo, and ERA Home Protection Plan are registered service marks owned by ERA Franchise Systems LLC. The programs described herein are available through participating offices and do not require the listing or purchase of real estate through a franchised office as a condition of participation. This promotion is void where prohibited. A consumer purchase of a product or service may result in the seller or service provider paying a fee or commission to the Broker or Sales Associate who obtained the sale. Neither ERA Franchise Systems LLC nor any of its franchisees or other affiliated companies, including Realogy Corporation, provides any product or service in connection with the program. Not all products or services are available in all states. All products and services are provided by the applicable service provider described herein.

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