



Ohio  
Marketing & Services Worksheet

5633 Tylersville Rd  
Mason, OH 45040  
(513) 779-9999



Pick The Program That Works Best For You or Build Your Own!	\$499	\$899	7%	%	%	Comments
	Flat Fee 1	Flat Fee 2	Full Service	Custom 1	Custom 2	

**MARKETING: The Power of the CENTURY 21 Brand Including**

Listing in Multiple Listing Service (MLS) of Greater Cincinnati	✓	✓	✓			
Listing in Dayton Multiple Listing Service (MLS)			✓			
Attractive 'For Sale' Yard Sign	✓	✓	✓			
Directional and Open House Signs (where permitted)**			✓			
Online Marketing Package (See Marketing/Services Addendum)			✓			
Print Marketing Package (See Marketing/Services Addendum)			✓			
Digital Exterior Photo	✓	✓	✓			
Digital Interior and Up to 20 Additional Exterior Photos (FF and 4% May Purchase Photos \$10/photo)			✓			
Open House (advertised on OpenHouse.com)**			✓			
3% Cooperative Agent Offering in MLS	✓	✓				
3.5% Cooperative Agent Offering in MLS			✓			

**CENTURY 21 Stellar Real Estate Services**

Detailed Market Analysis to Assist in Pricing Your Home to Sell			✓			
Seeking a purchase offer at a price and with terms acceptable to the seller			✓			
Accepting delivery of and presenting any purchase offer to the seller in a timely manner			✓			
Answering the seller's questions and providing information to the client regarding any offers or counteroffers			✓			
Assisting the seller in developing, communicating, and presenting offers and counteroffers			✓			
Answering the seller's questions regarding the steps the client must take to fulfill the terms of any contract (within the scope of knowledge required for real estate licensure)			✓			
Seller Net Sheet to Assist in Approximating Your Bottom Line			✓			
7 Day Showing Appointment Center for Quick & Secure Showings	✓	✓	✓			
Showing Feedback (email and/or phone)			✓			
Skilled Contract Negotiation			✓			
Post-Home Inspection Review/Negotiation			✓			
Lead Router Buyer Lead Capture and Distribution System			✓			
Lock Box (Mechanical or Electronic available) (Available for Lease on Flat Fee Programs & Bronze 4%)			✓			
HUD-1 Settlement Statement Review			✓			
Coordinate and Attend Closing			✓			
CENTURY 21 Service Pledge & Cancellation Guarantee			✓			

\* See Marketing/Services Addendum  
 \*\* At Agent's Discretion  
 1 - Full Service Exclusive Right Agreement w/30 Day Flat Fee Addendum  
 2 - 90 Day Flat Fee Exclusive Agency Listing w/renewal opportunity

All parties agree to the following inclusive of Marketing/Services Addendum:  
 Marketing Plan: Flat Fee 1 / Flat Fee 2 / Bronze / Silver / Gold / Platinum / Custom 1 / Custom 2

Seller	Date	Seller	Date	Agent	Date
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Choose The Marketing That Works Best For Your needs!	\$499 Flat Fee 1	\$899 Flat Fee 2	7% Full Service	%	%	Comments
				Custom 1	Custom 2	

**Online Marketing: Where 86% of Buyers Find Their Home!** (Source: NAR, 2008)

<b>Choose The Marketing That Works Best For Your needs!</b>	<b>\$499 Flat Fee 1</b>	<b>\$899 Flat Fee 2</b>	<b>7% Full Service</b>	<b>%</b>	<b>%</b>	<b>Comments</b>
				Custom 1	Custom 2	
<b><u>National Residential</u></b>						
AOL Real Estate			✓			
BHGREALESTATE.COM			✓			
CENTURY21.COM			✓			
COLDWELLBANKER.COM			✓			
CYBERHOMES.COM			✓			
ERA.COM			✓			
FRONTDOOR.COM (HGTV)			✓			
GOOGLE.COM			✓			
HOMES.COM			✓			
HOMESCAPE.COM			✓			
LAKEHOMESUSA.COM*			✓			
LANDANDFARM.COM*			✓			
OCEANHOMESUSA.COM*			✓			
OPENHOUSE.COM*			✓			
REALTOR.COM (Enhanced Listing)			✓			
RIVERHOMESUSA.COM*			✓			
TRULIA.COM			✓			
YAHOO! Real Estate			✓			
ZILLOW.COM			✓			
<b><u>Local Residential</u></b>						
C21STELLAR.COM			✓			
CINCINNATI.COM			✓			
Listing on Over 160 Competitor Websites			✓			
<b><u>Commercial</u></b>						
CITYFEET.COM			✓			
LOOPNET.COM			✓			
<b><u>Fine Homes &amp; Estates</u></b>						
Wall Street Journal (residential 500K+)			✓			
<b><u>Additional Proactive E-Marketing</u></b>						
E-Newsletter & E-Card Campaigns for Prospective Buyers			✓			
<b>Print Marketing: To compliment our Online efforts.</b>						
<b><u>Print Marketing Options</u></b>						
Up to 100 Full Color "Just Listed" Cards Mailed**			✓			
Sign Box & Property Feature Fliers**			✓			
In-Home Property Brochures**			✓			
Custom Sign Topper _____**			✓			
Local Print Publications on a rotational basis.***			✓			