



# The Equinox Difference — Our Commitment to You

---

**M**any believe that a Real Estate Broker's job is to simply find a buyer for your home or property. This is merely one aspect of our work as we also function as your negotiator in the sales process, an advocate for your best interests, a counselor regarding the home sale process, a project manager for inspections, appraisals, repairs, escrow and much more. It is our goal and commitment to you to provide exceptional service and be your real estate resource whenever a question or need may arise.

As part of this commitment to you, we pledge to provide the following:

## **EDUCATE:** The importance of understanding the basic principles of Real Estate

- ◇ Agency relationships and representation
- ◇ Preparing your property for marketing
- ◇ The procedure and process of selling a home
- ◇ The earnest money agreement or offer to purchase

## **RESEARCH:** Properly price your home

- ◇ View comparable properties which are in direct competition with your home
- ◇ Share our experience with sold homes we have viewed in your area
- ◇ Provide you with a thorough Comparative Market Analysis
- ◇ Determine a price for your home that yields the highest return in the shortest amount of time

## **ACT:** Marketing your property

- ◇ Coordinate property inspections to avoid unforeseen problems and gain a competitive advantage over your competition
- ◇ Assist you in preparing your home for a positive first impression
- ◇ Market your home to buyers and other real estate broker employing a combination of media to provide maximum exposure

## **CLOSING:** Completing the circle

- ◇ Negotiate the highest net return under the best possible terms in the shortest amount of time
- ◇ Oversee all inspections, appraisals and repairs required to complete the transaction
- ◇ Coordinate the preparation of title and escrow as well as closing documents to ensure a smooth transition for all parties involved

At Equinox Real Estate, we are with you from beginning and beyond closing as it is our goal to ensure your complete satisfaction and to build a relationship to last a lifetime.



*This is our commitment to you.*

