

Seller Services Comparison

| | | FSBO | Basic | Full-Service | Premium |
|---------------------------------------|--|-------|-------|--------------|---------|
| Terms | Listing Package Cost | \$495 | \$995 | 4.5%* | 6%* |
| | Buyers Agent Compensation (YC: Your Choice) | YC | YC | 3% | 3% |
| | Contract Term | None | None | 6mo. | 6mo. |
| | Cancellation Fee | \$0 | \$0 | \$995 | \$1,495 |
| Pre-Listing | Initial Consultation | x | x | x | x |
| | Seller Needs Assessment | x | x | x | x |
| | Comparative Market Analysis | | x | x | x |
| Internet Marketing | List property in MLS | x | x | x | x |
| | Basic listing in Realtor.com | x | x | x | x |
| | Appear in top search engines like AOL and MSN | x | x | x | x |
| | Basic listing on EatonRealtyLLC.com | x | x | x | x |
| | Featured Listing on EatonRealtyLLC.com | | x | x | x |
| | Enhanced Realtor.com listing | | x | x | x |
| | Online Seller's feedback website | | | x | x |
| | Email your listing to our 3,000+ prospect database | | | x | x |
| | GoogleBase Insertion | | | x | x |
| | Military.com Insertion | | | x | x |
| | Showcase Listing on EatonRealtyLLC.com Home Page | | | | x |
| | MilitaryByOwner.com Insertion | | | | x |
| | Custom Keyword PPC Campaign for your home | | | | x |
| | Craigslist.org Insertion BiWeekly | | | | x |
| | Option to simultaneously list home for Rent | x | x | x | x |
| Optional Property Management Services | x | x | x | x | |
| Digital Imaging | Photos (SS: Seller Supplied PS:Professionally Supplied) | 1 SS | 10 SS | 15 PS | 15 PS |
| | 360° x 360° Spherical High-Definition Virtual Tours | | | x | x |
| | Virtual Tour posted to Realtor.com (spinning red house) | | | x | x |
| Marketing Services | Lockbox (Combination or Electronic) | None | Combo | Elect | Elect |
| | Sign Post & Flyer Box | x | x | x | x |
| | Sign w/ Riders | | x | x | x |
| | Full-Color Flyers designed and supplied as PDF file | | x | x | x |
| | Set Showing Appointments | | | x | x |
| | Collect and provide feedback for every possible showing | | | x | x |
| | 24Hr. Recorded Information Hotline, w/ Sign Rider | | | | x |
| | Print and Replenish Weather-Resistant, Full-Color Flyers | | | | x |
| | 400+ Full-Color Postcards mailed to Neighborhood | | | | x |
| | Public Open House | | | | x |
| | 1 hour Staging Consultation | | | | x |
| | Home Warranty (<\$350.00 provided at closing) | | | | x |
| Completing The Sale | Attend Closing | | | x | x |
| | Contract Negotiations | | | x | x |
| | Transaction Management | | | x | x |
| | Closing Cost and HUD Review | x | x | x | x |

*Minimum Home value: \$250,000. Rates and Services subject to change at any time. Call for details.

