

Seller Services Comparison

		Full-Service	Limited-Service	FSBO
Terms	Listing Package Cost	3%	2%*	\$495
	Discount if Eaton Realty procures buyer†	-1%	-0%	-\$0
	Buyers Agent Compensation (YC: Your Choice; 3% Recommended)	YC	YC	YC
	Contract Term	6mo.	6mo.	None
	Cancellation Fee	\$1,495	\$995	\$0
Pre-Listing	Initial Consultation	x	x	x
	Seller Needs Assessment	x	x	x
	Comparative Market Analysis	x	x	
Internet Marketing	List property in MLS	x	x	x
	Basic listing in Realtor.com	x	x	x
	Appear in top search engines like Google, Yahoo, AOL and MSN	x	x	x
	Basic listing on EatonRealtyLLC.com	x	x	x
	Featured Listing on EatonRealtyLLC.com	x	x	
	Enhanced Realtor.com listing	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	
	Trulia.com Insertion	x		
	Zillow.com Insertion	x		
	Showcase Listing on EatonRealtyLLC.com Home Page	x		
	MilitaryByOwner.com Insertion*	x		
	Custom Google Keyword PPC Campaign for your home*	x		
	Craigslist.org Insertion BiWeekly*	x		
Option to simultaneously list home for Rent	x	x	x	
Optional Property Management Services	x	x	x	
Digital Imaging	Photos (PS:Professionally Supplied; SS: Seller Supplied)	15 PS	15 PS	1 SS
	360° x 360° Spherical High-Definition Virtual Tours	x	x	
	Virtual Tour posted to Realtor.com	x	x	
Marketing Services	Lockbox (Electronic)	Elect	Elect	None
	Sign Post & Flyer Box	x	x	x
	Sign w/ Riders	x	x	
	Full-Color Flyers designed and supplied as PDF file	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 Supply Weather-Resistant, Full-Color Flyers*	x		
	400+ Custom, Full-Color Postcards mailed to Neighborhood*	x		
	Public Open House* (optional)	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

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

†No discount for Short Sales, Government subsidized sales or other subsidy programs.

