



## ***Professional Services Contract***

*The following is a partial list of services that the Broker, Coco Plum Realtors, Inc., agrees to perform in conjunction with the Exclusive Right to list agreement for your home located at: \_\_\_\_\_*

- Detailed comparative market analysis
- Property enhancement evaluation
- Multiple listing in ARIS including multiple digital photographs of property
- Virtual tour where appropriate
- Professional yard Sign when appropriate
- Open House when appropriate
- Internet advertising including:
  1. Realtor.com
  2. FLliving.net
  3. Homestore.com
  4. Yahoo classified
  5. World Properties- <http://www.WorldProperties.com> (For homes \$750,000+)
  6. Coco Plum Realtors web page – [www.mycocoplum.com](http://www.mycocoplum.com)

### **Local Print Advertising Utilized:**

- Tropical Living & Real Estate Guide (Full color glossy magazine) inserted in:
  - The Marathon Weekly
  - The Key Largo Weekly
  - The Islamorada Weekly
  - The Key West Weekly
  - The Homestead/Florida City Weekly

These are home delivered and available at over 400 resorts, hotels, motels, marinas and stores in the Keys.



- Featured on Coco Plum Realtors office display located adjacent to Marathon Visitors Center.
- Keynoter
- Free Press
- Color Brochures of property for distribution to prospective buyers and their Realtors
- Scheduling all appointments
- Showing the property to potential buyers
- Review all offers with seller
- Prepare counter-offers for seller
- Follow up with Title Company and lenders to assure the progress of the transaction
- Attendance at the closing

*By signing below all parties acknowledge the services Coco Plum Realtors will perform in conjunction with the aforementioned property. If Broker fails to perform any of these duties, Seller may cancel the Right to Sell contract, with 24 hours notice, in writing.*

Broker Signature

Date

Owners Signature(s)

Date