

## Sold in 180 Days or \$1000 on Closing Guarantee

Subject Property \_\_\_\_\_ Agreement Date: \_\_\_\_\_

**Keller Williams Real Estate Associates Guarantees To Sell** the above mentioned property within 180 days or pay the Seller \$1000.00 on closing. Quite simply put, if we cannot sell your commercial property in 180 days, we will pay you One Thousand Dollars on closing when we do sell it. To make this Guarantee **the Seller Must Agree to the following:**

1. Subject Property must be priced at the Mid-point or less of what comparable Properties in the area are currently selling for, or less. This will be determined by providing and reviewing with the Seller a Total Market Analysis (TMA) of the area in which the Subject Property is located. The listing price will then be mutually agreed to based upon the information provided. During the listing with KWREA, if an offer is registered that is minimum 100% of the aforementioned mid-point within 180 days, then the above guarantee is relinquished.
2. Subject Property must be available for convenient showings and accessible Monday through Sunday between the hours of 9 AM to 9 PM to prospective Buyers and Agents.
3. Seller Agrees to allow a lockbox to be installed for ease of access to Co-operating REALTORS.
4. Seller Agrees to make any improvements to the Subject Property that the Keller Williams representative deems necessary to increase the salability of Subject Property e.g. painting, landscaping, repairs, etc.
5. Seller Agrees to list Subject Property with Keller Williams Real Estate Associates for 180 days minimum & allow a Keller Williams For Sale sign to be installed on front lawn or suitable area that provides maximum marketing exposure.
6. Seller Agrees, upon selection of the GOLD Marketing Plan, then Guarantee is adjusted to SOLD in 240 days rather than 180 days for the PLATINUM plan.
7. Seller agrees to have Property staged by an Accredited Staging Professional.

**Property vs. "Your Place":** Once you decide to list your property for sale it is no longer "Your Property", it is a "Property", a commodity no different from a car, appliance or furniture. A "Property" is what a prospective Buyer calls "Your Property" after they buy it. Understanding this distinction will allow you the Seller to be more objective by removing the emotional attachment and focus on the task at hand, the marketing and sale of the "Property" In so doing you are more likely to achieve Top Dollar in the least amount of Time and with the least amount of Stress.

**Pricing Is A Key:** Pricing the property is a key factor to a successful sale. **Improper pricing will defeat any amount of effective marketing! WE DO NOT SET THE PRICE!** This is determined by what the market will bear or what is referred to as **Fair Market Value**. It is what an informed buyer will pay for a Property that has been exposed on a free and open market, for a reasonable amount of time and what a Seller is willing to accept without undue influence or duress.

**Buyer's Agent Behaviour:** A Buyer's Agent and a Buyer enter into what is called a Buyer's Representation Agreement. What this means is that the Buyer's Agent will represent the Buyer's best interests at all times. A "Prudent Buyer's Agent" will prepare a market analysis on any property that his/her Buyer is interested in. This will inform the Buyer as to what comparable properties have been selling for and help to determine a realistic Market Value. Buyer Agents prefer to take their Buyers and continue looking for a property they feel is priced right rather than write a "low ball" offer on an over priced property and risk being rejected outright. It is simply more time efficient for the Buyer's Agent to write a "very near full price" offer on a property that their Buyers like and their Buyers feel are priced at Market Value.

**Getting An Offer:** To close in a time frame that you desire, we recommend the following set of adjustments to the price stated in this agreement. When the price of the Property reaches the price Buyers are willing to pay, then it is more likely that you will receive offers to purchase. If, within the first Adjustment Period the Subject Property goes "under contract" then no price adjustments are necessary.

**Adjustment #1:** After \_\_\_\_\_ days\*or \_\_\_\_\_ showings\*without an offer reduce the price by \$ \_\_\_\_\_ ---

**Adjustment #2:** After \_\_\_\_\_ days\*or \_\_\_\_\_ showings\*without an offer reduce the price by \$ \_\_\_\_\_ ---

**Parties Acknowledge These Discussions And Recommendations:**

Seller \_\_\_\_\_ Date \_\_\_\_\_

Seller \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
KW Commercial Representative Date

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