



## FULL SERVICE vs. LIMITED SERVICE AGENTS

It's important to compare Apples to Apples when selecting the right Agent for you. A Limited Service Agent provides few services and little or no marketing for a reduced commission, while a Full Service Agent provides complete customer service, a robust marketing plan, and assistance through every step of the real estate process from listing to marketing to closing your home. Unfortunately no one works for free and a reduced fee equals reduced service. This chart can help you decide which is right for you.

Item	Full Service	Limited Service
<b>PRE-LISTING ACTIVITIES</b>		
View condition of comparable homes for sale to ensure home is priced right	√	
Prepare Comparative Market Analysis (CMA)	√	√
Develop in-depth, strategic marketing plan	√	
<b>LISTING SERVICES</b>		
Enter property in MLS database	√	√
Install lockbox on property	√	√
Put sign in yard	√	√
<b>MARKETING SERVICES</b>		
Take digital photos of your property	√	√
Prepare a professional virtual tour of your home for online marketing exposure	√	
Inclusion on your Area Property Tour exposing home to numerous Agents	√	
Full-color professionally-designed marketing brochures	√	
Complete Internet exposure on several popular home-searching websites	√	
<b>COLDWELL BANKER SERVICES</b>		
Inclusion in Buyer's Guide Magazine in every issue until your home is sold	√	
Complimentary Concierge Service to help with seller & buyer needs	√	
Office Property Tour where dozens of Agents view your home for their buyers	√	
National TV & print advertising establishing Coldwell Banker as trusted brand	√	
Home Facts service with 24-hour recorded info about your home	√	
Phone calls to office from your sign answered daily by fully trained & licensed Agent	√	
<b>ONGOING SERVICES</b>		
Email every Realtor who shows your home & request feedback	√	
Relay all feedback to you with recommendations for improvements	√	
Send market activity reports showing homes like yours for sale, pending sale, or sold	√	
Willing to put in extra hours and spend extra money when necessary	√	
Superbly trained & experienced Agents from #1 Coldwell Banker office in the region	√	