

Client Options	Premiere	Deluxe	Advantage	Basic	No-Frills
Broker's open house	✓				
Personalized home book	✓				
Additional promotional advertising	✓				
Market until all contingencies are removed	✓				
Home warranty or \$300 credit for Title Insurance	✓				
Just listed direct mail campaign	✓	✓			
Target marketing	✓	✓			
Know Your Neighborhood Report	✓	✓			
The School Report	✓	✓			
Mobilize the real estate community	✓	✓			
Reverse prospect search	✓	✓			
Brochure box with feature flyers	✓	✓	✓		
Agent tour	✓	✓	✓		
Open houses per month	2	1	1		
Display ads per month	2	2	1	1	1
Journal ads per month	2	2	1		
Data sheets	Color	Color	B&W	B&W	B&W
Comparative Market Analysis (CMA)	monthly	monthly	1 time	1 time	1 time
Write & negotiate all offers	home	office	office	office	office
Non-refundable administrative fee	0	0	0	\$200	\$350
Co-brokerage commission	2.8%	2.4%	2.4%	2.0%	2.0%
<b>Cost of Marketing Plan:</b>	<b>7.0%</b>	<b>6.0%</b>	<b>5.0%</b>	<b>4.5%</b>	<b>4.0%</b>