

LISTING SERVICES

FULL SERVICE

6%

\$500 Retainer
\$449 COSTELLO REI BROKERAGE FEE

Pre-Listing Preparation

- Complimentary Comparative Market Analysis (CMA)
- Professional Home Measurements (as needed)
- Professional Staging Consultation (\$250-\$400+)**
- Pre-listing Strategy & Seller Guidance
- Property Disclosures & Required Addendums

Marketing & Exposure

- Professional Photography & Videography (\$400+)
- Custom Property Website
- Digital & Printed Property Booklets (for showings & open houses)
- "Coming Soon" Marketing Campaign
- Enhanced Online Advertising (Facebook, Instagram, etc.)
- Email Marketing to Local Buyers & Agents
- Maximum Exposure via MLS & Syndication (Zillow, Realtor.com, etc.)
- Yard Signage & Lockbox Installation
- Open Houses — as many as needed
- Local Buyer Targeting (2-mile radius data-based marketing)

Communication & Scheduling

- Manage All Showing Appointments
- Centralized Communication with Buyers, Agents & Attorneys
- Timely Feedback Collection & Sharing
- Coordination with Vendors, Contractors (if needed)

Negotiation & Contract Management

- Review and Advise on All Offers to Purchase
- Buyer Financing Verification
- Skilled Offer & Repair Negotiation Support
- Attorney Coordination & Closing Preparation
- Electronic Document Delivery & eSign Management
- Contract-to-Close Transaction Management

If buyer is unrepresented firm will designate additional agent

In the event that the seller terminates listing agreement prior to the aforementioned expiration date, or the listing expires without a successful sale, listing agent is entitled to have all marketing & staging expenses reimbursed. Receipts will be provided for full disclosure of costs.

It is imperative for both sellers and buyers to conduct thorough research and exercise due diligence when selecting a real estate agent. Prospective clients are encouraged to explore various agents and firms to identify a professional whose expertise and services align with their individual needs and preferences. Notably, fees and service offerings may vary significantly between firms, underscoring the importance of understanding the specific services each agent offers. The fees referenced pertain solely to my business. Please note that the amount, format, or rate of real estate commission is not prescribed by law; rather, it is established independently by each broker and may be subject to negotiation between the Seller and the Firm.

*The retainer, due upfront, shall be credited toward the Seller Representation compensation due at closing. Any compensation payable to the Seller's Agent and reflected on the settlement statement shall be reduced by the amount of the retainer previously paid. If the seller does not complete a sale, the retainer shall be retained by the Firm as compensation for services rendered prior and no additional fees shall be owed.

** Staging consult included if needed in properties listed above \$450,000.

LIMITED SERVICE

4%

\$500 Retainer
\$449 COSTELLO REI BROKERAGE FEE

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- Complimentary Comparative Market Analysis (CMA)
- Professional Home Measurements
- Professional Staging Consultation (\$250-\$400+)
- Pre-listing Strategy & Seller Guidance
- Property Disclosures & Required Addendums

Marketing & Exposure

- **Seller provided** professional photos
- Custom Property Website
- Digital & Printed Property Booklets (for showings & open houses)
- "Coming Soon" Marketing Campaign
- Enhanced Online Advertising (Facebook, Instagram, etc.)
- Email Marketing to Local Buyers & Agents
- Maximum Exposure via MLS & Syndication (Zillow, Realtor.com, etc.)
- Yard Signage & Lockbox Installation
- Open House — (1) 2hrs. as many as needed
- Local Buyer Targeting (2-mile radius data-based marketing)

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ULTRA LIMITED

3%

\$500 Retainer
\$449 COSTELLO REI BROKERAGE FEE

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