



Marketing & Services Worksheet for: \_\_\_\_\_

5633 Tylersville Rd., 2nd Floor  
Mason, OH 45040  
(513) 779-9999

Valid Until \_\_\_\_/\_\_\_\_/\_\_\_\_



Most Popular!

Pick The Program That Works Best For You or Build Your Own!	\$499 Flat Fee 1	\$899 Flat Fee 2	4% Bronze	5% Silver	6% Gold	7% Gold Elite	% Custom 1	% Custom 2
<b>MARKETING: The Power of the CENTURY 21 Brand Including</b>								
Listing in One Multiple Listing Service (MLS)	✓	✓	✓	✓	✓	✓		
Listing in Two Multiple Listing Services (MLS)					✓	✓		
Attractive 'For Sale' Yard Sign	✓	✓	✓	✓	✓	✓		
Directional and Open House Signs (where permitted by local ordinance)**				✓	✓	✓		
Special Financing Sign to Attract Qualified Buyers			✓	✓	✓	✓		
Custom Sign Topper _____					✓	✓		
Any One Print Media From List*				✓	✓	✓		
Any Two Print Media From List*					✓	✓		
All Print Media From List*						✓		
Local Internet Marketing Package				✓	✓	✓		
Extensive National Internet Marketing Package					✓	✓		
Listing on Over 160 Competitors Websites	✓	✓	✓	✓	✓	✓		
E-Newsletters & E-Cards					✓	✓		
Digital Exterior Photo	✓	✓	✓	✓	✓	✓		
Digital Interior and Up to 20 Additional Exterior Photos (FF and 4% May Purchase Photos \$10/photo)				✓	✓	✓		
Open House (advertised on OpenHouse.com)**					✓	✓		
Up to 100 Full Color "Just Listed" Cards Mailed to Your Neighborhood					✓	✓		
Full Color and/or B&W Sign Box Property Feature Flyers**				✓	✓	✓		
Buyer In-Home Information Packets/Brochures					✓	✓		
Talking House Marketing System (Subject to Location)						✓		
Premium Placement on Buyer Agent Home Lists					✓	✓		
3% Cooperative Agent Offering in MLS	✓	✓	✓	✓	✓	✓		
3.5% Cooperative Agent Offering in MLS						✓		
Other:								
Other:								

**Services Listed On Reverse Side**

\* Ads run on rotational basis unless otherwise noted  
 \*\* At Agent's Discretion  
 1 - Full Service Exclusive Right Agreement w/30 Day Flat Fee Addendum  
 2- 90 Day Flat Fee Exclusive Agency Listing w/renewal opportunity

Pick The Program That Works Best For You or Build Your Own!	\$499 Flat Fee 1	\$899 Flat Fee 2	4% Bronze	5% Silver	6% Gold	7% Gold Elite	% Custom 1	% Custom 2
<b>CENTURY 21 Stellar Real Estate Services</b>								
Detailed Market Analysis to Assist in Pricing Your Home to Sell			✓	✓	✓	✓		
Seeking a purchase offer at a price and with terms acceptable to the seller			✓	✓	✓	✓		
Accepting delivery of and presenting any purchase offer to the seller in a timely manner				✓	✓	✓		
Answering the seller's questions and providing information to the client regarding any offers or counteroffers				✓	✓	✓		
Assisting the seller in developing, communicating, and presenting offers and counteroffers				✓	✓	✓		
Answering the seller's questions regarding the steps the client must take to fulfill the terms of any contract (within the scope of knowledge required for real estate licensure)			✓	✓	✓	✓		
Seller Net Sheet to Assist in Calculating Your Approximate Bottom Line				✓	✓	✓		
Showing Appointment Center ( Open 7 Days) for Quick & Secure Showings	✓	✓	✓	✓	✓	✓		
Timely Feedback on Showings					✓	✓		
Pre-Listing Showing Tips and Repair Recommendations			✓	✓	✓	✓		
Masterful Contract Negotiation				✓	✓	✓		
Post-Home Inspection Review/Negotiation				✓	✓	✓		
Lead Router Buyer Lead Capture and Distribution System				✓	✓	✓		
Lock Box (Mechanical or Electronic available) (Available for Lease on Flat Fee Programs & Bronze 4%)				✓	✓	✓		
Flier Box for Yard Sign (Available for Lease on Flat Fee—Included on all Full Service)**			✓	✓	✓	✓		
HUD-1 Settlement Statement Review			✓	✓	✓	✓		
Coordinate and Attend Closing				✓	✓	✓		
Trade Referral Network Access (Qualified Plumbers, HVAC, Handyman, etc)			✓	✓	✓	✓		
In-House Mortgage Loan Pre-Approval for Buyers			✓	✓	✓	✓		
CENTURY 21 Service Pledge & Cancellation Guarantee			✓	✓	✓	✓		
Global Referral Network			✓	✓	✓	✓		
<b>Acknowledgement</b>								

All parties agree to the following:

Marketing Plan: Flat Fee 1 / Flat Fee 2 / Bronze / Silver / Gold / Platinum / Custom 1 / Custom 2

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



# Gold Elite

## PROSPECTUS

### Marketing: The Power of the CENTURY 21 Brand and:



**Gold Elite 7%** (3.5% + 3.5% COOP Fee)

The most comprehensive Marketing available by any real estate company. Perfect for homes that require maximum exposure to the marketplace to sell.

Feature	Benefit
Detailed Listing in Greater Cincinnati and Optional listing in Dayton Multiple Listing Service (MLS)	Essentially doubles your exposure to homebuyers.
Extensive Internet Marketing (Century21.com, Yahoo!, Google, & more (see complete list), + Over 160 Competitors Sites!)	Nearly 70% of homebuyers start their search on the internet. Maximum Internet marketing exposure is a must!
Attractive 'For Sale' Yard Sign, Directional Sign, Financing Sign, and Open House Signs (where permitted by local ordinance)	More signs—more compelling reasons for buyers to call
Up to 20 Digital Interior & Exterior Photos including a slide show on Century21.com!	Particularly in a competitive market multiple photos when properly staged and enhanced can radically increase the odds of your home being shown.
Professionally Designed Property Advertisement Featuring Your Property In Real Estate Specific Publications As Well As Local Newspapers & More (Ask your agent for a complete list)	Hundreds of thousands of dollars have been spent on testing print marketing to find the most effective combination. We have unlocked the formula of attracting qualified buyers via a variety of publications. Notice the Enquirer is not listed. No accident: pure science.
Open House — also advertised on OpenHouse.com	Our agents are trained to utilize the most effective means for attracting qualified buyers to your open house.
Up to 100 Full Color "Just Listed" Cards Mailed to Prospective Buyers and Your Neighborhood	Because of our unique system this 'old school' method of lead generation is once again effective in the market place.
Full Color and/or B&W Sign Box Property Feature Fliers	Captures buyer's eyes with compelling reasons to buy.
Buyer In-Home Information Packets/Brochures	Professionally designed to help the showing agent present your home.
Talking House Marketing System (Subject to Location)	A 24/7 Audio Tour of your home! Buyers love Talking House.
E-Newsletters & E-Cards	An efficient way to get your property in the hands of qualified buyers.
Premium Placement on Buyer Agent Home Lists	Your home will be at the top of many buyer 'hot-lists'
3.5% Cooperative Agent Offering in MLS	1/2% additional offering makes your home even more attractive to buyer agents.

### Services

Detailed Market Analysis to Assist in Pricing Your Home to Sell and Seller Net Sheet to Assist in Calculating Your Approximate Bottom Line	Find out not only what you might sell your home for but what you should walk away with at the closing table after all the usual closing costs (taxes, marketing, title, etc)
Showing Appointment Center ( Open 7 Days) for Quick & Secure Showings	A courteous staff pre-screens agents for your security and allows them access only with your permission.
Timely Feedback on Showings	With feedback from the buyer you dramatically increase the chances of selling your home.
Pre-Listing Showing Tips and Repair Recommendations	The more 'sellable' your home is the higher the offer price.
Masterful Contract Negotiation	Training and experience are key to contract negotiation.
Post-Home Inspection Review/Negotiation	What is the seller's responsibility to repair and what isn't?
Lead Router Technology	Every buyer lead is a chance to sell your home. Lead Router ensures every buyer lead is followed up in a timely fashion.
Lock Box (Mechanical or Electronic available)	Security and convenience wrapped into one.
HUD-1 Settlement Statement Review	Every penny must be accounted for.
Coordinate and Attend Closing	Our goal is a smooth closing ON TIME!
Trade Referral Network Access (Qualified Plumbers, HVAC, Handyman, etc)	Tradesman we can put our name to. Tried and true professionals that will do the job right at a good price.
Century 21 Seller Service Pledge	Cancel at Any Time If We Fail to Perform as Promised



# Gold PROSPECTUS

## Marketing: The Power of the CENTURY 21 Brand and:

Feature	Benefit
Detailed Listing in Greater Cincinnati and Optional listing in Dayton Multiple Listing Service (MLS)	Essentially doubles your exposure to homebuyers.
Extensive Internet Marketing (Century21.com, Yahoo!, Google, & more (see complete list), + Over 160 Competitors Sites!)	Nearly 70% of homebuyers start their search on the internet. Maximum Internet marketing exposure is a must!
Attractive 'For Sale' Yard Sign, Directional Sign, Financing Sign, and Open House Signs (where permitted by local ordinance)	More signs—more compelling reasons for buyers to call
Up to 20 Digital Interior & Exterior Photos including a slide show on Century21.com!	Particularly in a competitive market multiple photos when properly staged and enhanced can radically increase the odds of your home being shown.
Choose Any Two Professionally Designed Property Advertisement Featuring Your Property In Real Estate Specific Publications As Well As Local Newspapers & More (Ask your agent for a complete list)	Hundreds of thousands of dollars have been spent on testing print marketing to find the most effective combination. We have unlocked the formula of attracting qualified buyers via a variety of publications. Notice the Enquirer is not listed. No accident: pure science.
Open House — also advertised on OpenHouse.com	Our agents are trained to utilize the most effective means for attracting qualified buyers to your open house.
Up to 100 Full Color "Just Listed" Cards Mailed to Prospective Buyers and Your Neighborhood	Because of our unique system this 'old school' method of lead generation is once again effective in the market place.
Full Color and/or B&W Sign Box Property Feature Fliers	Captures buyer's eyes with compelling reasons to buy.
Buyer In-Home Information Packets/Brochures	Professionally designed to help the showing agent present your home.
E-Newsletters & E-Cards	An efficient way to get your property in the hands of qualified buyers.
Premium Placement on Buyer Agent Home Lists	Your home will be at the top of many buyer 'hot-lists'
3% Cooperative Agent Offering in MLS	Standard COOP offering keeps your home attractive to buyer agents.

## Services

Detailed Market Analysis to Assist in Pricing Your Home to Sell and Seller Net Sheet to Assist in Calculating Your Approximate Bottom Line	Find out not only what you might sell your home for but what you should walk away with at the closing table after all the usual closing costs (taxes, marketing, title, etc)
Showing Appointment Center (Open 7 Days) for Quick & Secure Showings	A courteous staff pre-screens agents for your security and allows them access only with your permission.
Timely Feedback on Showings	With feedback from the buyer you dramatically increase the chances of selling your home.
Pre-Listing Showing Tips and Repair Recommendations	The more 'sellable' your home is the higher the offer price.
Masterful Contract Negotiation	Training and experience are key to contract negotiation.
Post-Home Inspection Review/Negotiation	What is the seller's responsibility to repair and what isn't?
Lead Router Technology	Every buyer lead is a chance to sell your home. Lead Router ensures every buyer lead is followed up in a timely fashion.
Lock Box (Mechanical or Electronic available)	Security and convenience wrapped into one.
HUD-1 Settlement Statement Review	Every penny must be accounted for.
Coordinate and Attend Closing	Our goal is a smooth closing ON TIME!
Trade Referral Network Access (Qualified Plumbers, HVAC, Handyman, etc)	Tradesman we can put our name to. Tried and true professionals that will do the job right at a good price.
Century 21 Seller Service Pledge	Cancel at Any Time If We Fail to Perform as Promised

## Upgrade to Gold Elite for the following:

**Marketing:** Your Home Listed In Every Print Ad Location - Talking House Marketing System -3.5% COOP Offering



**Gold 6% (3% + 3% COOP Fee)**

Full service marketing at it's best! Perfect for the hands-off seller that needs to get their home sold fast for top dollar.

**Marketing: The Power of the CENTURY 21 Brand and:**



**Silver 5%** (2% + 3% COOP Fee)

An economical way to market your home. A strong marketing plan at a fraction of the cost. Comparable to most competitors full service plans.

Feature	Benefit
Detailed Listing in Greater Cincinnati Multiple Listing Service (MLS)	Essential exposure to homebuyers.
Local Internet Marketing (Cincinnati.com, C21Stellar.com, + Over 160 Competitors Sites!)	Nearly 70% of homebuyers start their search on the internet. Maximum Internet marketing exposure is a must!
Attractive 'For Sale' Yard Sign, Directional Sign, Financing Sign, and Open House Signs (where permitted by local ordi-	More signs—more compelling reasons for buyers to call
Up to 20 Digital Interior & Exterior Photos	Particularly in a competitive market multiple photos when properly staged and enhanced can radically increase the
Choose Any One Professionally Designed Property Advertisement Publications From Our List Featuring Your Property In Real Estate Specific Publications As Well As Local Newspapers & More (Ask your agent for a complete list to choose from)	Hundreds of thousands of dollars have been spent on testing print marketing to find the most effective combination. We have unlocked the formula of attracting qualified buyers via a variety of publications. Notice the Enquirer is not listed. No accident: pure science.
Full Color and/or B&W Sign Box Property Feature Fliers	Captures buyer's eyes with compelling reasons to buy.
3% Cooperative Agent Offering in MLS	Standard COOP offering keeps your home attractive to buyer agents.

**Services**

Detailed Market Analysis to Assist in Pricing Your Home to Sell and Seller Net Sheet to Assist in Calculating Your Approximate Bottom Line	Find out not only what you might sell your home for but what you should walk away with at the closing table after all the usual closing costs (taxes, marketing, title, etc)
Showing Appointment Center ( Open 7 Days) for Quick & Secure Showings	A courteous staff pre-screens agents for your security and allows them access only with your permission.
Pre-Listing Showing Tips and Repair Recommendations	The more 'sellable' your home is the higher the offer price.
Masterful Contract Negotiation	Training and experience are key to contract negotiation.
Post-Home Inspection Review/Negotiation	What is the seller's responsibility to repair and what isn't?
Lead Router Technology	Every buyer lead is a chance to sell your home. Lead Router ensures every buyer lead is followed up in a timely fashion.
Lock Box (Mechanical or Electronic available)	Security and convenience wrapped into one.
HUD-1 Settlement Statement Review	Every penny must be accounted for.
Coordinate and Attend Closing	Our goal is a smooth closing ON TIME!
Trade Referral Network Access (Qualified Plumbers, HVAC, Handyman, etc)	Tradesman we can put our name to. Tried and true professionals that will do the job right at a good price.
Century 21 Seller Service Pledge	Cancel at Any Time If We Fail to Perform as Promised

**Upgrades Available for the following:**

**Marketing:** - Optional Listing in Dayton MLS - Multiple Print Ad Locations - Just Listed/Just Sold Cards Mailed to Neighborhood - Buyer In-House Information Packets/Brochures - Talking House Marketing System - E-Newsletters & E-Cards - Premium Placement on Buyer Agent Home Lists - 3.5% Cooperative Offering

**Services:** - Feedback On Showings -



# Bronze

## PROSPECTUS

### Marketing: The Power of the CENTURY 21 Brand and:

Feature	Benefit
Detailed Listing in Greater Cincinnati Multiple Listing Service (MLS)	Essential exposure to homebuyers.
Limited Local Internet Marketing (C21Stellar.com, + Over 160 Competitors Sites!)	Nearly 70% of homebuyers start their search on the internet. Maximum Internet marketing exposure is a must!
Attractive 'For Sale' Yard Sign, Directional Sign, Financing Sign, and Open House Signs (where permitted by local ordinance)	More signs—more compelling reasons for buyers to call
Digital Exterior Photo (Additional Exterior and Interior photos available for an additional fee)	Professional photo pleasing to the buyer's eye.
3% Cooperative Agent Offering in MLS	Standard COOP offering keeps your home attractive to buyer agents.

### Services

Detailed Market Analysis to Assist in Pricing Your Home	Find out what you might expect to get for your home and price it competitively.
Showing Appointment Center ( Open 7 Days) for Quick & Secure Showings	A courteous staff pre-screens agents for your security and allows them access only with your permission.
Limited Q & A Regarding The Steps You Must Take To Fulfill The Terms of Any Contract (Within The Scope Of Knowledge Required For Real estate Licensure)	Although contract negotiation is not offered under this program your agent will be available to assist you with general questions along the way.
Century 21 Seller Service Pledge	Cancel at Any Time If We Fail to Perform as Promised

### Upgrades Available for the following:

**Marketing:** - Optional Listing in Dayton MLS - Professional Print Marketing (The Real Estate Book, The Pulse Journal, The Western Star, et al) - Enhanced Local and National Internet Marketing (Cincinnati.com, Century21.com, Google, Yahoo!, Realestate.com, et al) - Interior Photos - Just Listed/Just Sold Cards Mailed to Neighborhood - Buyer In-House Information Packets/Brochures - Open House - Talking House Marketing System - E-Newsletters & E-Cards - Premium Placement on Buyer Agent Home Lists - Full Color and/or B&W Sign Box Property Feature Fliers - 3.5% Cooperative Offering

**Services:** - CONTRACT NEGOTIATION - Accepting Deliver of And Presenting Any Purchase Offer or Counter-Offer - Seller Net Sheet to Assist in Calculating Your Approximate Bottom Line - Feedback On Showings - Pre-Listing Showing Tips and Repair Recommendations - Post-Home Inspection Review/Negotiation - HUD-1 Settlement Statement Review - Coordinate and Attend Closing - Trade Referral Network Access (Qualified Plumbers, HVAC, Handyman, etc) - Lead Router

**Bronze 4%** (1% + 3% COOP Fee)

Perfect for equity-challenged homes or for do-it-your-sellers.

***Listing Premium-Ad Placement  
Available In The Following Print  
Publications Collectively Reach-  
ing All of Greater Cincinnati and  
Southern Dayton:***



**The Pulse~Journal**  
[PulseJournal.com](http://PulseJournal.com)

**The Western Star**  
[www.Western-Star.com](http://www.Western-Star.com)

**THE MIDDLETOWN JOURNAL**  
[MiddletownJournal.com](http://MiddletownJournal.com)

# Our Local Internet Marketing Package Includes:



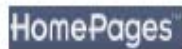
(Plus Over 160 Competitor Websites!)

# Our National Internet Marketing Package Includes:

All The Above Plus...



Start your home buying and selling with OpenHouse.com



# And Many More!