

# Seller Services Guarantee™

The Seller Services Guarantee™ is part of our unique Ultimate Service® customer program.

The services provided in this customized guarantee will reflect your personal needs as detailed in the comments below:

Seller's comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Should you have any questions or concerns at any time, please contact your Sales Representative or the

Broker/Manager \_\_\_\_\_  
 at this number ( ) \_\_\_\_\_

## We're ready to go to work for you.

If the content of this Seller Services Guarantee™ meets with your approval, we're ready to put our promises into action.

Seller's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Seller's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Sales Representative: \_\_\_\_\_

Date: \_\_\_\_\_

COPY 1 – SELLER(S)  
 COPY 2 – SALES REPRESENTATIVE



Seller(s) \_\_\_\_\_

Property Address \_\_\_\_\_

Sales Representative \_\_\_\_\_

Phone Numbers \_\_\_\_\_

Do you need help buying your new home?  yes  no

## Over 98% of our clients agree that Ultimate Service® is worth putting in writing!

Coldwell Banker Ultimate Service® is proving its value every day – one satisfied customer at a time.

### Service

Together, we will customize your Coldwell Banker Seller Services Guarantee™ to reflect your specific wants and needs.

### Communication

We will keep you up to date on the progress of your transaction and provide you with the help you need to make wise, informed decisions.

### Conduct

We will always be professional in our efforts to earn your trust and will do everything possible to ensure your satisfaction.

## We keep our promises, or you don't keep us.®

Should Coldwell Banker not perform these seller services, you are entitled to terminate the listing agreement. Please keep in mind that local regulations or practices may restrict some services. Written termination notice must state reason(s) for termination and must be presented by you, in person, to the Broker/Manager. You also agree to provide Coldwell Banker with an opportunity to correct the situation within a 24 hour period following the delivery of the termination notice. If the listing agreement is terminated, the termination provisions of the agreement still apply. The remedy of any customer under the Ultimate Service® Program is strictly limited to the cancellation of a listing agreement and gives rise to no further or other rights or remedies whatsoever.

[www.coldwellbanker.ca](http://www.coldwellbanker.ca)

We've surveyed thousands of customers from coast to coast. Over 98% of our customers agree that Coldwell Banker Ultimate Service® exemplifies everything they look for in a real estate company.



# Customer Satisfaction Questionnaire

for Home Sellers

7) Would you employ Coldwell Banker to assist you in purchasing a home in the future?

A  Yes

B  No

8) Would you use the same Coldwell Banker Sales Representative?

A  Yes

B  No

9) Would you recommend Coldwell Banker to a friend?

A  Yes

B  No

10) What is the single most important reason you selected Coldwell Banker to assist you in your real estate transaction?

A  Company reputation

E  Knew Sales Representative

B  Referred by friend

F  Satisfied past customer

C  Open House

G  Employer/company referral

D  Advertising

11) Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Seller's Name (optional): \_\_\_\_\_

12) Please insert the 7 digit identification number of the Coldwell Banker company that served you, as well as your agent's personal identification number. You can find these on your copy of the Ultimate Service® presentation folder or by calling your Broker.

Company ID #

Agent ID #

Sales Representative's Name

\_\_\_\_\_

Company Name

\_\_\_\_\_

13) Are you interested in learning more about a career in real estate?

Yes

No

14) Are you interested in receiving our newsletter?

Yes

No

Email Address \_\_\_\_\_

Please send completed survey to:  
Coldwell Banker Affiliates of Canada  
5500 North Service Road, 10th Floor  
Burlington, Ontario L7L 6W6  
Fax: (905) 331-6806

Or complete our internet survey:  
Coldwell Banker Canadian web site -  
<http://www.coldwellbanker.ca>



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