



Mark G. McHugh – “Your Realtor & Trusted Advisor since 2004”

NY State Licensed Real Estate Salesperson

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“Livinginithaca.com”



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I hope to be the **salesperson** to **SELL** your land.

My responsibility, however, is to see that it gets **SOLD**.

To this end, I promise to do the following:

1. TO PREPARE a Competitive Market Analysis based on properties similar to yours, both sold and currently on the market, to help establish a viable asking price. If necessary, the opinions of other experienced counselors will be obtained.

2. TO PROPERLY PREPARE a listing agreement, after carefully inspecting your property. A correct listing form is our best tool, because it places the right information, along with a clear picture, in the hands of every salesperson in the Multiple Listing Service.

3. TO PLACE, with your permission a Coldwell Banker sign on your property.

4. TO PROMOTE the sale of your land through the Multiple Listing Service, as well as to non-member brokers.

5. TO ENSURE that your property receives advertising exposure necessary for proper marketing.

6. TO ADVISE you of opinions from other brokers, salespeople and potential buyers who look at your property.

7. TO GUIDE you by making any suggestions necessary for the proper marketing of your property.

8. TO PROVIDE a progress report at least every three weeks on your property’s status until it has sold.

9. TO BE AVAILABLE, or to have an associate available for question, guidance, and assistance. When a purchase contract is offered, to be available, or to have an associate available in case I am temporarily unavailable.

10. TO ASSIST in obtaining satisfactory financing if necessary to speedily complete the closing.

11. TO ACT, at all times, as your full time professional Real Estate Representative. I pride myself on being honest and working hard, for you to get the job done.

12. TO GIVE you a contract in which I will pledge the following fiduciary duties:

Reasonable care, undivided loyalty, confidentiality, full disclosure, obedience, and a duty to account

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