

Flat Fee MLS Listings by PalacePros <i>Listing Service Offerings by PalacePros - Effective Date: Feb 1, 2019</i>		Full Service Listing Packages	
		Bronze Multiple Transaction Clients	Gold Single Transaction Clients
		\$2,495	\$4,995
Standard Features:	Package Price ----->		
Prices DO NOT include Buyer-Agent Commission - See Notes Below			
Payable Up-Front		\$595	\$595
Due At Closing		\$1,900	\$4,400
List FOR SALE. For "List for RENT" clients, pls call		X	X
Listing Contract Cancellation Anytime		X	X
Listing Period: Continuous, Up to 120 days		X	X
Full Agency Representation: Listing to Close, All Phases		X	X
Full Contract Review, Support and Advisement		X	X
All Negotiations & Communications w/Buyer or Buyer's Agent Included		X	X
Pre-Listing Home Inspection, including Repair and Maintenance Walk-Through Report - Required For ALL Listings (not incl in package costs shown)		X	X
Comparative Market Analysis (CMA) - Basic (1)		X	X
Comparative Market Analysis (CMA) w/ Neighborhood Report - Comprehensive (1)			X
Neighborhood Activity Reporting - Automated - Electronically Provided		X	X
Listing Package; Contract, Addenda & Disclosures - Everything Done For You		X	X
Yard Sign - Standard: Not Framed, Single-Sided, Premium H-Wire Stake		X	X
Keybox: Combination, Master Lock		X	X
MLS Listing: Input Data, Client-provided, Agent-Uploaded		X	
MLS Listing: Input Data, Agent-Researched, Prepared & Uploaded, Client-Assisted			X
MLS Listing Changes, Minor Changes Only (text & price chgs, reorder pictures, etc.)		X	X
MLS Listing Changes, Major Changes (new pics, add virtual tour, etc.)			X
Media: Bronze or Gold Pkgs; All Digital Stills, Videos & Tours, Client-Provided, Agent-Uploaded - Results in credit to Gold client (2)		X	X
Media: Bronze Pkg, Provided by Client, or selected from Options List (3)		X	
Media: Gold Pkg, Provided by Agent, or selected from Options list (3)			X
Advertising Campaign: Basic, Provided by Agent (local, public portals) (4)		X	X
Advertising Campaign: Premium Online, Provided by Agent (Google, Facebook) (4)			X
Advertising: Agent Inputs to Realtor® MLS & Realtor.com		X	X
Advertising: Agent Syndicates Listing to All Popular Real Estate Portals (5)		X	X
Property Flyer, Printable Brochure File, Supplied by Agent - For Printing by Client		X	X
Property-Specific Landing Page on listing agent's website (6)		X	X
Property-Specific Website, Unique URL, Includes Custom Sign-Rider (6)			X
Showing Service - Automated; Showing Appts, Feedback and Reporting Service		X	X
Open House(s): Seller Hosted, Agent Advertised on MLS, Zillow, Trulia, others		X	X
Seller Net Sheet - Basic for Bronze Pkg (7)		X	
Seller Net Sheets - Detailed for Gold Pkg - As many as Needed (7)			X
E-Contracts and E-Signature Service		X	X
Listing Agent to Attend Closing Transaction (8)			X

General Options for Listing Packages:		Price
Listing Agent Labor Rate Per Hour		\$100
Pre-Listing Home Inspection, Repair and Maintenance Walk-Through Report		\$350
MLS Listing Changes, Major Changes (new pics, add virtual tour, etc.)		\$150
MLS Listing Re-Activation (if cancelled prior to end of 4 mo term, or at expiration)		\$250
Buyer Terminates Purchase Contract: Re-Start Fee		\$650
Yard Sign - Premium: 2-Sided, Standard, Metal-Framed - Delivered & Set - Agent Owned (Denver Metro only)		\$100
Solar Lighting for Metal-Framed Yard Sign - Delivered & Set - Agent Owned (Denver Metro only)		\$50
Brochure Box: Higher-Quality for Metal-Framed Yard Sign - Delivered & Set - Agent Owned (Denver Metro only)		\$25
Brochures - Full Color - Heavy Weight Paper - Starting Quantity of 50 (Denver Metro only)		\$50
Ring® Front Door Bell: For Showing Start/End Notifications and Security - Assumes Availability of WiFi - Delivered & Set (Denver Metro only)		\$150
Electronic Keybox: Sentrilock or Supra (MLS-specific, Denver Metro only, returned to Agent)		\$100
Comparative Market Analysis (CMA), Comprehensive		\$150
Staging Plan: Site Walk-Through by Prof Home Designer - Includes Detailed Report (separate trip)		\$300
Advertising: Premium Online - Up to \$200		\$200
Advertising: Agent Inputs Separately to Zillow and Trulia (only if not automated)		\$150
Property-Specific Website, Unique URL, Includes Custom Sign or Sign-Rider		\$150
Post-Card Advertising to Area Residents (up to 200 addresses around property)		\$200
Open House Sign Pack: Personalized, Double Sided Corrugated Plastic w/H-Wire Stakes (set of 6)		\$150
Open House: Agent Set-up and Hosted, Includes Open House Sign Pack		\$650
Property Drive-By: External Inspection Only (usually for unoccupied properties)		\$100
Property Drive-By: Internal and External inspection (usually for unoccupied)		\$150
Buyer, Not Represented, Listing Agent Treats As Customer (no Buyer-Agent Commission!)		\$1,000
Listing Agent to Attend Closing Transaction		\$200
Media Options for Listing Packages:		Price
<p><i>We use two of the best companies in the business for media packages. For samples of media types, visit the following websites. On either website, look for and click on "Pricing" and/or "Gallery" to see samples:</i></p> <p>https://www.virtuance.com & www.pixelrayphotography.com</p>		
Media: Professional, High Quality Digital Stills, Daylight, Up to 25		\$200
Media: Professional, High Quality Digital Stills, Daylight, Extra 10 (requires 25 PIC pkg)		\$55
Media: Professional, High Quality Digital Stills, Twilight, Up to 10 (separate trip)		\$275

Media: Professional, High Quality Digital Stills, Subdivision Pkg, Daylight, up to 5 (requires 25 PIC pkg)	\$60	Included - Gold Pkg
Media: Professional, High Quality 360 Degree Panoramics, Integrated Into Tour, Daylight (requires 25 PIC pkg), up to 4 @ \$15 each	\$60	Included - Gold Pkg
Media: Professional, High-Quality Walk-Through Video, Daylight, up to 2,500sf (+ \$.16psf over 2,500sf - requires 25 PIC pkg)	\$400	
Media: Professional, Matterport HD, 3D Immersive Tour, Daylight, up to 3,000sf (+ \$60 for each 1,000sf increment over 3,000sf)	\$325	
Media: Professional, High-Resolution Aerial PICs and Video Pkg (separate trip)	\$450	
Media: Floorplan Diagram, Professional, Interactive, Integrated Into Tour, up to 3,000sf (+\$25 for each 1,000sf increment over 3,000sf, requires 25 PIC pkg, PixelRay)	\$225	
Media : Floorplan Diagram, Professional, Requires Matterport 3D Tour (up to 3,000sf, PixelRay)	\$110	

Footnotes:

NOTE A: Prices above DO NOT include Buyer-Agent Commission.

NOTE B: PalacePros recommends that you offer to pay Buyer's Agent 1.8%, subject to negotiation. Depending on area, the typical commission is up to 3%. The difference can save you \$1,000's!

(1) CMA Basic: Sometimes called a "mini-CMA," this involves gathering at least 6 excellent comparable properties, all of which are similar in size, age, bed, bath and garage count, all sold within 3 - 6 months, then using the average data to predict an accurate listing and sales price, as well as days on market.

CMA Comprehensive starts with the same list, but then includes + & - adjustments similar to a full market appraisal.

(2) Media: Client-Provided - Bronze or Gold Pkg: Simply means that you, as the seller, will be arranging for all media; pictures, panoramics, walk-through video, aerial photography, virtual tours and aerial photography. You will then provide this media to your Listing Agent in a format necessary to upload the information for your listing. If needed, we will provide you with contact info on the two companies we use on a consistent basis. Handling Media yourself can be somewhat time consuming, but it could save you as much as 40% of the media cost. Alternatively, you may select media needs from our Options List and we will handle it all for you.

(3) Media: Selected from Options List or Included with Gold Pkg: Included with the Gold Pkg are the selections shown above under Options. You may accept this media package, or select from our options list. Alternatively, you can reject our media package and go the DIY route if you prefer. If you select the Gold Pkg, but also choose to supply your own media, we will discount your listing package by an amount equal to the retail value of the media package included with the Gold Pkg. In this case, we assume you will provide us with high-quality media that we can simply upload for your listing. This means you will provide us at least 35 high-quality still photos using a wide-aperture lens (10-14mm), taken in landscape mode, min size of 3,264 px wide X 2,448 px high. We also strongly encourage you to provide a floorplan diagram of your house - one that depicts the layout and flow. Additionally, though not critical, dimensions on the floor-plan would be great as well. In the absence of a floor-plan diagram, a higher-quality walk-through video would help a great deal, but it should be done with a wide-angle lens using the same camera that uses the 10-14mm lens and shot in a format consistent with standard definition video (720p), though HD (1080p) is highly preferred.

(4) Advertising Campaign Basic: Includes MLS, Realtor.com, Zillow, Trulia, All Popular Real Estate Portals and Most Larger Agent Websites and Popular, but Local Public portals (if any).

Advertising Campaign Premium: Includes everything in Basic, but then adds up to \$200 for Google and Facebook Ads.

(5) Advertising Syndication: By definition, this means that we allow all popular, public real estate portals to use our listing information to display your property listing on their websites. Currently, the list of large portals that we feed our listing data into are: Homes.com, Realtor.com, Denver Post, Zillow Group and Nextdoor. These portals then syndicate to literally hundreds of smaller real estate websites to completely expose your property to the market.

(6) Property-Specific Landing Page: This is a webpage, with a sub-domain to your Listing Agent's website, which shows the highlights of your property. By example, the domain name will be similar to: 123MainSt.PalacePros.com. This domain name will be professionally printed on your standard yard sign so that anyone driving by may use their smartphone to obtain information online about your property. By contrast, **Property-Specific Website** will be a separate and distinct website, which showcases your property, but has a domain name similar to: 123MainSt.com. This domain will be professionally printed on your standard yard sign, or be a sign-rider, bolted to a premium yard sign. Some property sellers prefer one over the other, so we offer both at the discretion of the client.

(7) Seller Net Sheet - Basic: Included with the Bronze Listing Pkg. Net is defined as the amount of money you can expect to be disbursed to you at closing, after all expenses have been settled, including your mortgages or other liens. Usually done via email, we just need a current statement balance on the current property liens; mortgages and all other recorded, or non-recorded liens, then we can quickly calculate a rough estimate of your final proceeds. This is usually estimated once during pre-listing and once after you accept a purchase contract. Then, near the end, just prior to close, your closing title rep can prepare a final net sheet upon request. **Seller Net Sheet - Detailed: Included with the Gold Listing Pkg,** is a bit more formal process, done on a custom form, with greater accuracy and therefore takes longer to assemble. This Net Sheet service is available anytime you require one.

(8) Listing Agent Attends Closing Transaction: Not included with Bronze, but included with Gold Listing Pkg. By the time we get to closing, all the work is done. You have a formal Clear To Close and have already signed and agreed to the Final Closing Disclosure, which includes any and all debits and credits that will occur on your transaction. As well, by this time, the only task left for your Listing Agent is to sign the Closing Disclosure, which is easily done electronically, and to meet and greet the Buyers and the Buyer's Agent and facilitate the ceremonial handing over of keys and garage remotes and issuing congrats to all involved. This "event" consumes approximately 2 hours of the listing agent's time and, as mentioned above, is not necessary to a full-service listing for your agent to attend. That said, we will handle this as you see fit. We can either save you our cost to attend, or add it to the final earned commission - your choice.