



VIP Seller Pre-Marketing Agreement – The “Coming Soon” Listing

Take your home marketing to the highest level possible with The “Coming Soon” Listing from John Stevenson Real Estate. Use time to build suspense and marketing momentum by using the oldest motivation known to man...CURIOSITY!

The purpose of this agreement is to create more demand for your home by pre-marketing your home to potential buyers and Realtors prior to your home officially “hitting the market” for showings.

Marketing your property as a “Coming Soon” listing will provide the following benefits:

1. If an interested buyer is willing to pay top dollar, your home could be sold today
2. Get valuable feedback on your home before it goes to market
3. Pre-market your home to potential buyers and real estate agents for more exposure

By signing the VIP Seller Pre-Marketing Agreement in advance of the date of when you wish to fully market your property, you shall receive:

- **Advice to Strategically Price and Prepare Your Home to Sell**
- **Pre-Marketing to over 2,000 active buyers in our Buyer Profiling System**

If final list price is not agreed at signing of listing documents, the Listed Price shall be agreed upon by Seller and JSRE at the actual time marketing begins for the property.

During the pre-marketing phase, Seller has the right to sell their home on their own without the assistance of another Realtor. JSRE will handle the sale from contract to close for 3% of the final sales price.

The target date for full marketing of the subject property shall be _____.

Seller Date

Listing Agent Date

Seller Date