

Personal Performance Guarantee

From Ian Brown FRI, Sales Associate

Prepared for:

STEP ONE-INFORMATION

A1

You will receive my Personal Portfolio to keep overnight, which contains information on my personal lifestyle, my abilities, information on my clients, and resume for you to review. I also encourage you to call any clients of mine on the latest complete list in the portfolio.

A2

You will receive the brochure "Working with a Realtor" which explains your relationship with Brokers and Agents, clients and customers.

A3

I will measure your property as applicable, and return with a market analysis. The entire selling process and all questions answered to your satisfaction.

STEP TWO-VALUING

B1

The process is discussed in detail showing similar properties recently sold, in your area, and those actively for sale, which is your competition.

B2

A value range that your property is expected to sell for in the current market, and a recommended range of figures to present to the buying public.

STEP THREE-TOOLS

C1

Several forms are discussed, including all-important paragraphs in the Seller Brokerage Agreement, Property Condition Disclosure Statement, and the Addendum to the listing contract.

C2

The value of the infrared Supra lock box is addressed. Your permission requested to use.

Page 2.

C3

The value of your lawn/highway signs discussed if appropriate. Your permission requested to use. We will use signage most appropriate to enhance the sale ability of your property.

C4

You will be encouraged to use the Multiple Listing Service.

C5

The photographs of your property outside and inside are taken with the highest quality digital equipment available, to effectively show off your property at it's finest.

STEP FOUR-GETTING STARTED

D1

Your listing will be direct loaded into my website www.ianbrown.ca , to the Exit Realty site www.homesinmetro.com , to the nationwide www.mls.ca , to www.homesacrosscanada.ca , and if appropriate to www.worldwideproperties.com .

D2

In the first week, feature sheets will be delivered to you. The plot plan will be included if provided, and any other approved documentation. This is for display to potential buyers.

D3

You will be advised about staging, and how to best show off your property for viewings.

STEP FIVE-MARKETING

E1

To give you the best possible service available, the members of our my mentor/coaching group within the Exit Realty Citadel office in addition to me are Chris Killam, Sue Hill, Phyllis Carroll, Jordan Valcourt, Sean Watt, and Owen Caldwell. We are available at all times to give you the best service possible to sell your property.

E2

As soon as your residential property is listed, the first ad will appear on the Real Estate Channel on television, and in the Homeguide, and on alternate weeks in the Chronicle Herald. This process is continued until your property is sold. For other than residential properties appropriate discreet advertising is ongoing until the sale occurs.

E3

Open houses with other agents, for residential properties will be recommended, depending on the location of your property.

E4

Our office has all of the latest wireless technology available, and all colleagues have cellular telephones, palm pilots, and/or Blackberry's so that we are available at all times.

E5

We are connected to all of the Exit Realty agents in North America. In addition, we belong to the Christian Real Estate Network, the Canadian Best Real Estate Agent 4U network, and the Active Rain Real Estate Network.

E6

For residential listings, you will receive a call from us after every showing. ALL appointments to view your property are to come through us. When a request for an appointment to view comes from us, you will be given the name of the agent who will be showing your property, and the period of the viewing in a one-hour window. That agent will leave a card for you to indicate that they were at your property. We will then pursue a post viewing discussion with the showing agent to obtain comments. For all other listings, viewings will be with the utmost discretion, respecting privacy.

E7

If you have a tenant in your property then they will require, and be given 24 hours notice.

E8

We expect to have at least six viewings every thirty days for residential listings in HRM, and expect to receive an offer every six. You will be asked to reduce the asking price of your property if showings or offers are not coming in from marketing performance.

E9

If we do not perform as stated in this Personal Performance Guarantee, you may cancel your listing agreement at any time, after giving us 24 hours to correct any situation, and be free to list your property with another company of your choice.

Dated thisday of2008

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Ian Brown FRI, Sales Associate