

SELLER ADVANTAGES

SERVICE PROVIDED:	BENEFIT TO SELLER:
<i>American Home Shield Home Warranty</i>	<i>Complimentary coverage during listing period; Offers incentive to buyers</i>
One Stop Shopping	Better control of the Transaction
<i>HomeServices Lending Loan Officers in each office</i>	<i>Fast, easy access to mortgage process attracts more buyers</i>
TitleSouth on-line	Online quotes provide assistance in preparation for selling; Preliminary listing binder identities potential issues early in the process
<i>Homeowners Insurance</i>	<i>Guaranteed homeowners insurance quote with no CLUE report has been known to "save" a transaction</i>
Largest Buyer Pool	RealtySouth may already be working with a buyer for your home; quicker sale
<i>Technology: Website www.realtysouth.com E-mail / Voicemail Listings advertised on various websites</i>	<i>Easiest 24 Hour access to info; Easy communication with agent, Tracks internet visits; Saves time; Attracts more buyers;</i>
Yard Signs	Attracts more buyers
<i>Multi-Lingual Services</i>	<i>Ease of communications; Better understanding of process and languages</i>
Largest Relocation Department in the Southeast	Agents educated in relocation issues; Increased buyer pool from relocations; Enhanced Departure services; More than \$250 million dollars in volume
<i>Institutional Advertising</i>	<i>Drives buyers to RealtySouth</i>
RealtySouth U (Career Training Center)	Best trained professionals in the real estate industry providing outstanding service to our sellers; Training beyond state requirements
<i>Name Recognition</i>	<i>Confidence; Unmatched reputation; Clout</i>
Market Share	More listings attract more buyers
<i>Full Service Marketing Department; Xpressdocs</i>	<i>Professional property/community materials distributed to buyers</i>
High In-House Sales Rate	Faster closed sale
<i>Office Locations throughout Alabama</i>	<i>Trusted help a phone call away</i>

