

COMMUNICATION GUARANTEE

By: John P. Hale, ABR, CRS, GRI, REALTOR®

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Communication - conversation: talking face-to-face, telephone, voice mail, faxing, texting, email, snail mail, blogging, tweeting, mental telepathy, and who knows what's next. Personally, I was perfectly happy with the original party line telephone service. But, in today's world most of us would agree that private, secure, timely and effective communication is extremely important in both our business and personal lives. And, some would argue that there are certain times in our personal lives when good communication is extremely critical - for example, when selling or buying a home.

The relationship between real estate agents and their clients, both sellers and buyers, should be established and sustained by a trust that the lines of communication are going to be wide open and appropriately frequent. Unfortunately, many sources, including the National Association of REALTORS®, report that the number one complaint from consumers (real estate clients) is the lack of satisfactory communication from their agent. This has long been the case even though real estate agents are told about it in training and often reminded about it. Some agents just don't get it.

Well, to address that issue up front in my initial interviews with prospective clients, I offer my assurance that they will never be unhappy with my communication efforts. They may not always like what I have to say, but I'm going to communicate. In fact, I go so far as to communicate that offer in writing with a meaningful guarantee:



REALTOR® TO CLIENT COMMUNICATION GUARANTEE

According to many sources, the biggest complaint that people make about real estate agents is poor communication and the lack of timely service. All too often sellers and buyers feel neglected and abandoned by their agent – often when they are needed the most.

I hereby, in writing, promise to always communicate and respond to you as my client in a timely and considerate manner. My response to you will always occur within four business hours via your preferred method of communication: telephone or email. I guarantee that promise with this offer:

ADDITIONAL TERMS & CONDITIONS:

This original certificate must be completed and countersigned by all parties during the initial free consultation, and

Sellers must be protected by a mutually agreed upon, written Exclusive Right to Sell Residential Brokerage Agreement, or

Buyers must be protected by a mutually agreed upon, written Exclusive Buyer Representation Agreement, and

This offer is limited to residential real estate transactions in areas of Maryland and Pennsylvania served by John Hale, and

The payment of \$500.00 will be made directly to the client by John P. Hale – not Long & Foster Real Estate, Inc.

DISCLAIMER

John P. Hale is a licensed real estate agent in Maryland and Pennsylvania. He is affiliated with Coldwell Banker Residential Brokerage in Westminster, Maryland. John has been licensed since 2000 and also practiced in Tucson, Arizona for many years. Mr. Hale holds the following designations and certifications awarded by the National Association of REALTORS® (NAR) and other authorized institutions: ABR-Accredited Buyers Representative, AHWD-At Home With Diversity, CNE-Certified Negotiation Expert, CRMS-Certified Risk Management Specialist, CRS-Certified Residential Specialist, CTA-Certified Tourism Ambassador, e-PRO-Online Real Estate Practice, GRI-Graduate of Realtor Institute, MRE-Master of Real Estate, MREP-Mortgage Real Estate Professional, and MRP-Military Relocation Professional.

Please note that this article was written by John to provide objective information and to also reflect his opinion of good practice at the time of its' writing for the general benefit of those considering sale or purchase of real estate. It is not intended as definitive legal advice and you should not act upon it as such without seeking independent legal and financial counsel. Frequent changes in the law and standards of practice may cause this information to become outdated and no longer applicable or incorrect.