

Changing the way **You Sell Real Estate**



FM Home Pros at Century 21 FM Realty understands that peace of mind matters. That's why we have created these 3 programs custom tailored to your specific needs:



A photograph of a wooden deck with a blue patio umbrella and a red mesh chair. The deck is made of light-colored wood and has a wooden railing. In the background, there are green bushes and a blue sky with some clouds.

You may be asking yourself, "Why would I employ a brokerage to sell my home?"

Anybody can sell your home... But, can they sell it for top dollar? By selling your home on your own, are you reaching all buyer prospects to maximize your equity return? You may have a buyer, but is the buyer offering you more than what other active buyers in the market may offer you? Are these buyers even pre-approved?

Well, FM Home Pros at CENTURY 21 FM Realty has proven marketing strategies to bring your home to the market in its best form and maximize your earnings.

Changing the way **You Sell Real Estate**

Just a snapshot of some of the things we do!

- Our agency is connected!
- Our brokerage is a high tech firm utilizing creative technology in our metropolitan area
- No Realtor or brokerage advertises our listings the way we do! Our agents create strategic marketing decisions using Facebook, Search Engine optimization (SEO) to make sure that your property gets in front of the right buyers! We have buyer leads streaming into our brokerage
- We will also list your home on Zillow, Trulia, Realtor.com, Century 21 and approximately **600+** websites to maximize market visibility.

*But wait...
There's More!*



*Changing the
way*

You Sell Real Estate

FMHomePros.com

**Expertly
guiding you on
your
successful
home sale or
home
purchase
journey**



Our brokerage advertises on various marketing platforms! FM Home Pros utilizes marketing channels to include social media, websites and landing pages .

We are huge on community involvement! If you follow us on Facebook, you will see that we are incredibly active in our market. It is very important for us to be connected to the people in our community.

We have a website specifically designated for your property! Your property will have its own unique property website, along with posts on Facebook for our followers and thousands of others to see.

We have state-of-the-art technology! Intuitive programs like artificial intelligence (AI) is used to communicate with buyers as well as to see what listings they are viewing.





FM Home Pros understands that peace of mind matters. That's why we have created 3 programs custom tailored to your specific needs



Our Most

Comprehensive Plan

This program offers a smooth and worry-free selling service. It begins with having your home inspected by a professional third-party home inspector. We coordinate with local contractors to get any inspection issues resolved. Above all, the plan includes a 1-Year Home Warranty.

Our Traditional Plan

This program includes a marketing program second to none! We will sell your property for top dollar in the shortest amount of time!

Already Have A Buyer For Your Property?

This program is designated to walk you and your buyer through the contract & documents to successfully transfer your property without issues or consequences.

Certified Pre-Owned Benefits



Our Certified Pre-Owned Property program is our most comprehensive plan. However, it's far from traditional. This program offers a smooth and worry-free selling service. It begins with having your home inspected by a professional third-party home inspector and includes:

- Home Warranty
- Pre-Inspected Home
- Complete Inspection Report In-Hand
- Seller Disclosure in Correspondence



By having the **home inspection completed** up front, you are in the drivers seat.

- You will know the items that need to be addressed prior to listing it.
- Discuss the content with FM Home Pros. If needed, the inspection report can be sent to a General Contractor who will review the report at your property in person and then put together an estimate.
- You and your agent will decide to do some, none or all of the repair items. If needed, you can coordinate with the General Contractor scheduling and payment.
- After completing repair items, disclose in writing on the Seller Disclosure Statement the items that you recently repaired as well as those you don't intend on addressing.
- Your FM Home Pros agent and you can review market numbers. Based upon the condition of the home and items that will be addressed, you will mutually decided on a listing price.

Your Peace-of-Mind

The Benefits of Having a Professional Home Inspection

Home inspections can be beneficial for both the buyer and the seller. The home inspector is responsible for examining the physical structure and systems of a home. This includes everything from plumbing and electrical problems to the foundation and structural components of the home. Identifying any underlying issues will give the seller a peace of mind knowing there are not major repair items and help the buyer avoid costly repairs in the future. Home inspections are recommended even if the home is relatively new.

The role of a home inspector is to look for anything and everything that may cause future problems, including moisture and drainage, a worn roof, insulation or short remaining life on current systems or items in the home.



Once you sign listing contract and withhold from MLS with FM Home Pros at Century 21 FM Realty, then select the Home Inspectors below to have your home inspected prior to having the listing go live on MLS.



The Benefits of Having Home Warranty



A home warranty is beneficial for the seller in that it increases the competitive advantage of the home. From the buyers standpoint, providing a home warranty builds a sense of security knowing they are covered if a major system or appliance breaks down shortly after moving in. However, all systems must be in working condition prior to the start of your home warranty.

What Does a Home Warranty Cover?

Is a 1-year contract that limits unexpected costs due to normal aging of major appliances and mechanics in your home. This includes all major appliances and mechanics - check plan for coverage. Much like home inspections, home warranty is highly recommended no matter the age or style of your home.



Potential Hazards of Not Having Home Inspection Completed Prior To Listing Your Home

Conventionally, a home inspection is conducted once the home is already under contract, typically within the first 15 days of mutual acceptance. However, there are some problems with doing it this way.

- The buyer could request that all of the items are to be completed and you may feel like you are held hostage by the buyer, fearing that if you put it back on the market you may yield a lower offer
- It may also put you in the position where you have to pay more for the repairs because you do not have the time to negotiate with contractors due to short closing periods.

Your Peace-Of-Mind
The Certified Pre-Owned Property Program limits each of these potential hazards



	 CERTIFIED PRE-OWNED	 PREFERRED SELLER	 CONTRACT SERVICES
Have home inspected by licensed home inspector	✓		
Property to include Home Warranty	✓		
Strategic Marketing Analysis	✓	✓	
Professional Photo Shoot	✓	✓	
Video or Drone Photos	✓	✓	
MLS	✓	✓	
Posted on Century 21 FM Realty website	✓	✓	
Posted on Century 21 Corporate website	✓	✓	
Posted on Century 21 International website	✓	✓	
Posted on FM Home Pros website	✓	✓	
Posted on Century 21 App	✓	✓	
Syndication to 600 partner websites	✓	✓	
Property featured on Facebook	✓	✓	
Home owner receives market reports	✓	✓	
Property featured on Facebook	✓	✓	
Compose and draft contract	✓	✓	✓

Exclusive Right to Sell - List Agreement

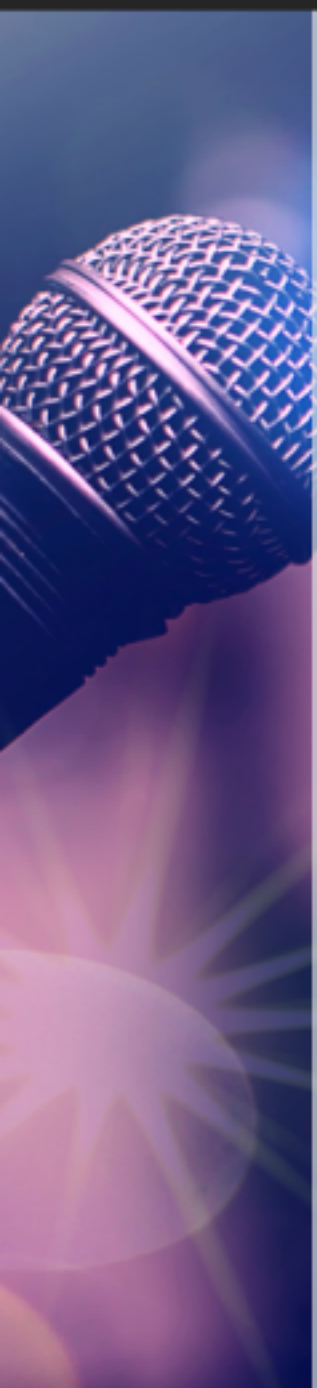
IT IS AGREED BETWEEN THE SELLER AND THE LISTING BROKERAGE, CENTURY 21 FM REALTY, THE FOLLOWING:

- 1. The Seller(s) will sign the listing agreement for the subject property.**
- 2. The Seller(s) agree to list their home for a minimum of 4 months.**
- 3. Inspection does not include a septic pumping and inspection. It also does not include a well inspection.**
- 4. The Seller(s) give authorization for the Photographer to contact them to schedule a time to take photos of their home.**
- 5. The Seller(s) give authorization for the Photographer to contact them to take photos of their home (Exclusively for homes listed over \$325,000).**
- 6. NOTICE TO SELLERS: The Seller(s) will be accountable for paying for the following; home inspection up front and home warranty plan to be deducted at closing through net proceeds. All intellectual property is for the sole use of CENTURY 21 FM Realty.**

**PLEASE MARK THE
SELECTED PROGRAM
CHOICE**



1. Performance Guarantee



A real estate performance guarantee is a contract that provides assurance to the sellers and Selling Brokerage that a real estate duties will be completed as promised.

This guarantee is made between the parties involved and includes details such as the expected completion date, quality of work, and penalties for non-compliance.

Essentially, this guarantee acts as a safeguard for the seller and Selling Brokerage against potential delays, substandard work, or other unforeseen issues that may arise during the listing agreement.

It is often used to ensure the satisfaction of all parties involved.

2. Easy Exit Listing



An Easy Exit Listing contract is an agreement between a real estate agent and a seller that allows the seller to terminate the contract if they are not satisfied with the agent's performance, without penalty.

It gives the seller peace of mind, knowing that they are not obligated to continue working with an agent who is not meeting their expectations and allows the seller to seek out a new agent who may be a better fit for their needs.

The benefit for an Easy Exit Listing contract provides the sellers the option to cancel with an agent who is not performing well, the option to cancel the listing not withdraw it.

CENTURY 21

SELLER SERVICE PLEDGE® CERTIFICATE

As an independently owned and operated CENTURY 21® office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you market your property. To fulfill this commitment, we agree to provide you with the following services:

1. Dedicate ourselves to making the process of selling your home as easy and successful as possible.
2. Respect you and your needs and be honest and forthright, in accordance with Fair Housing regulations and ethical real estate practices.
3. Hold your best interests in the highest regard throughout the process.
4. Value and respect your time, being as efficient and effective as possible.
5. Endeavor to always understand your needs and respond quickly.
6. Provide regular progress reports throughout the process, and discuss comments received about your property with you.
7. Explain each step of the process and act as a guide to help you make informed decisions.
8. Make recommendations to enhance the marketability of your property.
9. Utilize a written Comparative Market Analysis and local market information to help you set an appropriate listing price to sell your home and receive the value you deserve.
10. Introduce you to other professionals (mortgage lenders, title agents, etc.) for information or assistance as appropriate.
11. Develop, present and agree upon a Customized Marketing Plan that will detail specific promotional efforts to help best market your property.
12. Place the internationally recognized CENTURY 21 yard sign on your property, with your permission and subject to local ordinances.
13. Post your property on c21.com, a site which receives millions of visitors each month.
14. Promote your property to potential buyers.
15. Utilize the CENTURY 21 System's vast online resources to expose your property to potential buyers around the world.
16. Utilize the CENTURY 21 System to help you obtain the results you deserve, including leveraging our network of more than 8,000 offices worldwide.
17. Submit to you all written offers, assist with negotiations, and provide an estimate of your net sales proceeds, so you understand these implications prior to the acceptance or rejection of any offer.
18. Upon acceptance of an offer by you, pre-settlement (escrow) activities throughout the closing process will be monitored as permitted by law or local practice.
19. Assist you in finding your next home, or offer to refer you to another CENTURY 21 Office in another location.
20. Use the full breadth of our collective experience, knowledge, tools & the most up-to-date training to best serve you.
21. _____

We appreciate your allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact:

Name: _____ Phone: _____

This CENTURY 21® Seller Service Pledge® Certificate applies only to an exclusive right to sell agreement of not less than _____ days. Please be advised that the nature of the agency relationship as contemplated by this Seller Service Pledge may change in the course of a transaction with your permission or by operation of state law. In this event, some of the services represented may change or become void. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point Seller Service Pledge Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that the local independently owned CENTURY 21 office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.

A Copy of this Seller Service Pledge Certificate has been received on (date) _____

From CENTURY 21 _____ By Seller(s): _____

Associate: _____ Current Address: _____

License #: _____ Current Phone: _____

(Broker(s)): _____ Email: _____

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3. 79 - Point Marketing Plan

1. Maximize showing potential through professional signage
2. Place appropriate Riders on Sign to attract additional attention and traffic
3. Provide electronic MLS Keybox (or combo) for Realtor access
4. Supply comparable sales
5. Write home description
6. Determine if you qualify for our Certified Seller Program
7. Specialized team of licensed agents to care for your real estate needs
8. Advise changes to make your home more attractive to buyers
9. Research your home's ownership, deed type and restrictions, easements, current use and zoning, and market the home appropriately
10. Research tax records to verify full and complete legal information is available to prospective buyers and buyers' agents on MLS printout
11. Provide you with a list of preferred industry specific vendors for repairs, staging, appraisals, title, escrow, and more
12. Coordinate scheduling of appraisal
13. Work with appraisers
14. Explain the use of the Seller's Property Disclosure Statement you will complete which will be presented to the buyer of your home
15. Price your home correctly so that it gets attention and showings
16. Provide ideas to make your home marketable and sellable within your budget and timeframe
17. Provide a Homeowners Guide to prepare your home for showings
18. Negotiate the inspection process
19. Provide you with a Showing Checklist which offers home showing guidelines to help have your home prepared for appointments
20. Provide Staging Checklist to suggest constructive changes to the home which will make it more appealing and help yield the greatest possible price from an interested buyer
21. Recommend a professional home staging consultant if desired
22. Provide quality photos of the interior & exterior of your home to include slide show and video format
23. Create a 360 degree virtual tour of your home showcasing it's wonderful features if requested
24. Electronically submit the listing information to the Multiple Listing Service for exposure to over 600 active real estate agents in the Multiple Listing Service (MLS) area and other MLS's if needed

79 - Point Marketing Plan

25. Prepare a full color photo flyer with a list of features of your home to leave at the home for visitors to take with them after the showing
26. Protect you by having all appointments scheduled through me
27. Provide Open Houses with a licensed Realtor at your request
28. Schedule Brokers tour if requested
29. Connect with all Realtors who show your home and request feedback from their buyers
30. Report feedback given through Realtor or Open House as received
31. Excite buyers about your home
32. Market 24 hours a day and showcase your home's great features
33. Advertise your home electronically to all the Area Realtors with full color flyers e-mailed directly to their inbox
34. Perform a Reverse Prospecting Search to attract prospective buyers within the MLS, video for MLS and multiple advertising channels
35. Distribute and promote home video for MLS and multiple advertising channels
36. Create Single Property Website with detailed information about your home
37. Showcase your home on my website and www.FMHomePros.com
38. Send "Just Listed" alerts to over 1,000 partners and affiliates in our database
39. Announce and promote listing on Facebook
40. Post on Century 21 FM Realty Facebook page announcing new listing
41. Strategic marketing to buyers
42. Create Facebook ads for targeted demographic audience
43. Provide landing page with lead capture for online marketing on Facebook
44. Submit home to Top Internet Sites: Century21.com, Realtor.com, Trulia.com, Zillow.com, HomesandLand.com, Yahoo Real Estate, Homes.com, MSN Real Estate and more than 200 others
45. Create Social Media ad for multiple advertising channels
46. Promote listing to networking groups
47. Market to homes in the neighborhood
48. Market to past clients
49. Contact centers of influence with home information
50. Distribute color flyer to other agents in my office
51. Share your home at the weekly company sales meeting
52. Weekly meeting with the team to evaluate the marketing performance of your home
53. Communicate with you about advertising response to your home

79 - Point Marketing Plan

54. Provide website marketing stats "Golden Ruler"
55. Track all marketing and advertising sources to determine where the buyers are seeing the property
56. Reach out to centers of influence for prospective buyers
57. Promote your home at all MLS association marketing events
58. Meet with our preferred lenders to see if they have any prospective buyers in their network
59. Follow up with buyer leads and provide your home's information
60. Prequalify all prospective buyers to avoid wasting your time with "shoppers" and "tire kickers"
61. Provide lender financing information
62. Publish your home in a prominent position of The Real Estate Book if available
63. Re-write Advertisements as needed to keep them fresh
64. Coordinate all inspections - including utility and municipal as needed
65. Cooperate with all Real Estate companies in the Metro Area
66. Ensure success of marketing campaigns
67. Network with Relocation specialist within community with neighborhood, and property information
68. Represent you on offer presentations and negotiate the best price and terms
69. Market the neighborhood and community
70. Monitor local foreclosures and short sales that can affect the pricing of your home
71. Provide direct phone number so prospective buyers can talk with licensed agent about your home immediately
72. Communication Guarantee. Communicate with you weekly
73. Work to qualify prospective buyers and assist them in obtaining suitable financing through our preferred lenders
74. Special Permission granted to post your listed home at Microsoft Fargo Campus
75. Require all offers to include buyer's pre-approval or proof of funds
76. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale
77. Monitor buyer and agent feedback and make necessary changes to price, condition, etc.
78. Help you with your next home purchase
79. Listing Cancellation Policy. 100% Satisfaction GUARANTEE

4. Co-Marketing

Thinking of selling your home by yourself, yet want the exposure of the Multiple Listing Service (MLS)?

The key to any sales is Marketing your product. It's the activities you do to expose and promote your home to your audience in order to attract ready, willing and able buyers.

For example, websites, photographs, sizzling and captivating descriptions and of course, access to view the product. It can be a daunting tasks of who, what, where, how and when.

What if you could continue to market your home, put on MLS (massive exposure) and Co-Market with a top-producing, high octane agent and company who has the tools and technology in place already?

Well, yes you can!

5. Communication Guarantee

Prompt Responses:

Quick replies to inquiries and messages from interested parties.

Honest Information:

Transparent details about the property, including any issues.

Frequent Updates:

Regular notifications on the sale status, including price or availability changes.

Easy Access:

Availability for discussions and viewings, accommodating buyer schedules.

Open to Feedback:

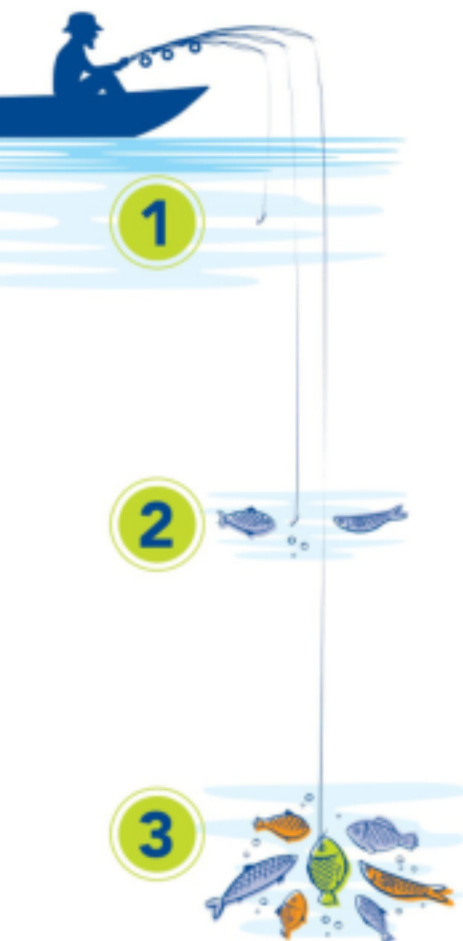
Adaptability to buyer feedback for improved selling strategies.

Professional Conduct:

All interactions are professional and respectful.

3 Outcomes

One of three things will happen next...



1. The property receives little action (low to no showings).

This can only mean one thing - the market is rejecting the property based on price. Buyers and other agents recognize value when they see it and if they feel the property does not represent a good value they will not even visit the property.

Solution: Reposition the bait (Large price reduction).

2. The property has showings, but no offers.

In other words, the property is the bride's maid, not the bride. This is better than the first outcome, yet it is still frustrating for the seller. In this case, the price is close enough to market value to attract a showing yet still too high, relative to competing homes, to motivate the buyer to act.

Solution: Reposition the bait (Smaller price adjustment).

3. The property sells!

If we hit the market just right we may be fortunate enough to have an offer right away. A quick offer does not necessarily mean we are under priced. It means we were fortunate to hit the market at the perfect time. It's like catching a fish on the first cast. It happens but that does not mean it will happen again and again.

So, do I have permission to sell your home quickly?

I understand/agree with this concept.

Initials

Initials

Testimonials



Satisfaction



Performance



Recommendation



"ROCHELLE IS VERY FRIENDLY AND KNOWS HER STUFF. WE WILL BE USING ROCHELLE IN THE FUTURE TO PURCHASE OUR NEXT HOME. I WOULD STROGLY RECOMMEND ROCHELLE IF YOU ARE INTERESTED IN SELLING YOUR HOME, OR LOOKING TO BUY."

JODI GLANVILLE (Seller)

2 months ago

Satisfaction



Performance



Recommendation



"Rochelle was proactive, she saw our listing on Facebook as we were trying to sell on our own and reached out to us - taking initiative. She then took the time to tell us what she would do to sell the house, but was not aggressive in how she did it. Rochelle made an effort to work with me to sell the house, knowing that after over 20 years that this can also tough. It was a fast and efficient process. I would definitely recoment Rochelle to a friend or family member."

Kevin, Fargo (Seller)

5 months ago

Satisfaction



Performance



Recommendation



"Rochelle was great to work with! She was very knowledgeable and so patient and helpful to us, as this was our first sale and had no clue how the process worked. She was always available to answer my questions and concerns. If we ever go through the process of buying or selling again I will definitely reach out to Rochelle and her team at Century 21!"

Lacey Erickson, Page, ND (Seller)

2 months ago

Testimonials



Satisfaction



Performance



Recommendation



"Rochelle helped me with any questions I had and made sure to give me quick and efficient response. I would recommend Rochelle to anyone around me that is looking for a house because she is a wonderful lady and very nice to work with."

Mariah Stram, Breckenridge (Buyer)

Satisfaction



Performance



Recommendation



"Rochelle was amazing to work with. Always answered my calls and questions. It was my first time buying a house and she walked me through the process in a way that I understood each step. She has an outstanding knowledge and information of the fargo moorhead area and the housing market in general. She also offered good advice and pointers on each house we looked at! I will definitely call her up again when I'm looking to buy my next house!"

Ferrest koczur, moorhead mn (Buyer)

Satisfaction



Performance



Recommendation



"Our experience with Rochelle Roesler and Century 21 FM realty was professional in every way. Thanks for providing us with an exceptional experience both in buying our home, and selling rental property!"

Olan Morrison, Hunter ND (Seller)

Satisfaction



Performance



Recommendation



"At the time we decided to sell our home, we believed it had features that were somewhat unique and felt would be desirable to potential buyers if we could just get their attention. After interviewing a number of brokers, we selected Rochelle Roesler because she was the only one of the four finalists that presented a truly custom marketing plan that was specific to our property. After reaching a listing agreement, we were incredibly impressed with how quickly she and her team delivered on every promise made in the plan. Within 72 hours of the broker open house we had two offers, both over asking price, at a time when mortgage interest rates were reaching their peak. We know we weren't her only client, but she sure made us feel like we were. Her communication and responsiveness were next level. Without reservation, we highly recommend Rochelle to anyone buying or selling a home."

Kevin and Jean B.

Testimonials



Satisfaction



Performance



Recommendation



"Rochelle is so great to work with , very accessible and flexible and would use here as our agent again if buying or selling in the future!"

Clay and Paula (Seller)
6 months ago



Rochelle Roesler
CENTURY 21 FM Realty

"I would say that "by chance", Rochelle Roesler responded to my inquiry about selling property right away, almost "instantly". I used to hire some contractors to do work at my property. Whoever response to my inquiry first will get the job and if they do the good job, they will get the work later too. Rochelle Roesler fast in responded to my inquiry and she showed the excellent result of the advertisement and got the best price from property. Rochelle Roesler deserved more than 5 stars rating."

Sutin Sorawat
GRAND FORKS and Fargo

Verified by RealSatisfied



Rochelle Roesler
CENTURY 21 FM Realty

"Rochelle was excellent in providing information and being available. She worked with me in getting a good result from the sale of my home."

Karen Bruun
Moonbeam, MN

Verified by RealSatisfied



Rochelle Roesler
CENTURY 21 FM Realty

"Very knowledgeable and helped sell my home in less than 7 days. Highly recommend."

Tia Johnson
Horace, ND

Verified by RealSatisfied

Changing the way **You Sell Real Estate**



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