

Butterfly Realty
Listing Options
as of July 9, 2009

Plan Comparison	Basic Listing	Best Value	Traditional
Cost to list (non-refundable)	\$500 upfront	\$999 upfront	\$0 upfront
Additional due at closing to listing broker	0.25%	1.50%	2.50%
FMLS fee due at closing	0.12%	0.00%	0.00%
Negotiation, Inspection and Contract to Close Services	1.5% (optional)*	0.00%	0.00%
Additional due at closing to buyer's broker	Seller's choice	Seller's choice	3% minimum
Your property is listed in FMLS and GMLS	Yes	Yes	Yes
You choose commission to pay buyer's agent	Yes	Yes	3% minimum
You pay no commission if there is no buyer's agent involved in transaction	Yes	Yes	5.5% minimum
Listed within 24 business hours of the time that listing agreement is signed (if desired)	Yes	Yes	Yes
List for Sale and Lease Purchase, or Rent at the same time	Yes Additional \$150 fee for rental	Yes Additional \$100 fee for rental	Yes no fee until leased or sold.
List until your property sells	Yes	Yes	Yes
Up to two hour in-home strategy session with agent	No	Yes	Yes
Up to two hours of in-home staging session with staging professional included at no cost to you	No Staging is available (3rd party) at \$75+/hr (inquire)	No Staging is available (3rd party) at \$75+/hr (inquire)	Yes
We will provide you with a written list of common staging strategies and ways to get your property to show its best	Yes	Yes	Yes
Use of agents' personal staging equipment (furnishings, accessories, etc), if available	No	Yes	Yes
General Comparative market analysis (CMA) via email. Includes listed and unlisted properties.	Yes	Yes	Yes
Detailed CMA and pricing strategy session at your listing appointment.	No	Yes	Yes
Custom MLS listing description highlighting the best features of your home, using marketing keywords to attract more buyers and which invoke an emotional response	Basic Listing \$100 Upgrade	Yes	Yes
Up to 12 photos taken at listing appointment with wide angle lens.	No One photo Upgrade to 12 photos for \$50	Yes	Yes
Featured virtual photo tour set to music.	No \$125 Upgrade	Yes	Yes
Showcase listing on Realtor.com, highlighted in yellow, with up to 12 photos and detailed description	Basic Listing \$100 Upgrade	Yes	Yes
Listed on 1000's of local and national websites including Trulia and Zillow	Yes	Yes	Yes
Listed on all other major real estate websites, such as Harry Norman, Metro Brokers, REMAX and Keller Williams	Yes	Yes	Yes
Exposure to relocation companies that utilize MLS information	Yes	Yes	Yes
New listing and price change information for homes in your neighborhood to help you monitor the market in your area	No	Yes	Yes
Distinctive For Sale Yard Sign	Yes	Yes	Yes
Wooden Sign Post	No	No	Yes
Directional signs	Yes (1 included)	Yes (1 included)	Yes (as many as needed)
Outdoor flyer box	No \$25 upgrade	Yes	Yes
Professional listing flyer designed for you within 1 week of listing and emailed to you	No \$100 Upgrade	Yes	Yes
Flyers printed for you	No	Yes 50 Color and 50 BW	Yes Unlimited as needed

Subject to change at any time without notice

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Online flyer designed and posted for you on Craigslist and syndicated websites.	No \$50 upgrade	Yes Posted Monthly	Yes Posted Weekly
Templates including flyer template, additional property information, utility information, Top 10 reasons I love my home, etc	Yes	Yes	Yes
Provide vendor referrals (inspectors, HVAC, appraisers, electrician, plumber, etc)	Yes	Yes	Yes
Email and phone call reminders sent to you re. timelines, marketing, etc	No	Yes	Yes
Realtor's electronic SUPRA lockbox included at no cost to you.	\$100 Upgrade (plus \$50 refundable deposit)	Yes (plus \$50 refundable deposit)	Yes
Automated home feedback system --you receive the results of surveys emailed to agents who have shown your property	No \$50 Upgrade	Yes	Yes
We will make suggestions on how to maximize the number and frequency of showings, typical showing protocol, and how to make sure your home is in top-notch showing condition.	Yes	Yes	Yes
Show your property to an unrepresented Buyer.	Yes (Commission due upon sale to that buyer)	Yes (Commission due upon sale to that buyer)	Yes (Included in full commission)
Communicate with agents / buyers / vendors throughout the entire process, answering questions, scheduling showings as needed etc	No	Yes	Yes
Personally contact buyer's agent when property has been shown more than once by same agent.	No	Yes	Yes
Experienced agent and expert negotiator advises on, drafts, and negotiates all offers and counteroffers. Speaks directly with agent or buyer and advocates on your behalf.	No (Upgrade for 1.5%)*	Yes	Yes
Advise on and negotiate inspection issues on your behalf. Coordinate inspections, evaluations and estimates with contractors and other vendors as needed.	No (Included in 1.5% Upgrade)*	Yes	Yes
Contact loan officer and listing agent regarding buyer's loan process as needed	No (Included in 1.5% Upgrade)*	Yes	Yes
Review settlement statement (HUD) against the contract. Review with seller.	No (Included in 1.5% Upgrade)*	Yes	Yes
Coordinate and attend closing	No (Included in 1.5% Upgrade)*	Yes	Yes
Agent handles all paperwork for you including contracts, exhibits and disclosures	No Available via email or website (Included in 1.5% Upgrade)*	Yes	Yes
Recommend, draft and present reverse offers (offers from seller to buyer)	No	Yes	Yes
Review contracts to ensure that they comply with real estate guidelines and that all required exhibits are present	Yes	Yes	Yes
Realtor.com viewing reports emailed to you each month	No	Yes	Yes
Free home warranty coverage to seller during the time the home is listed	Yes	Yes	Yes
Refer seller to a minimum of 3 mortgage lenders to assist with free prequalification of Buyers	Yes	Yes	Yes
Hold open houses or agent caravans	No	No	No

*Optional upgrade: if you choose the \$500 listing fee, you have the option to upgrade to our negotiation, inspection and contract to close services at the time you receive an offer. At closing, you would be responsible for paying us a 1.5% commission on the sales price of the property in addition to the .25% processing fee and .12% FMLS fee.