

Home Warranty - Marketing Advantage

A Home Warranty is a cost-effective way to make your house more attractive to buyers.

- Prospective buyers will have a full 1-year home warranty plan that will start from the day of closing.
- Provides a competitive market advantage over homes without warranties.
- Helps substantiate offered price and quicker sale.
- Not only reduces buyers' fears, but adds protection for you. A local qualified service network representative is a toll-free call away.
- Increases chance for multiple offers.
- Adds credibility to your property.
- Minimizes negotiations over price reduction.

A Home Warranty takes care of problems between going on market and closing.

- Begins the day you (seller) sign up and is paid at the closing. If you choose to cancel the listing agreement or the listing contract expires, the home warranty automatically cancels and no payment is required.
- Gives you (Seller) a "peace of mind" when dealing with expenses for fixing unexpected problems while your home is on the market.
- Don't worry about large unexpected costs for repair or replacement.
- A local qualified service network representative is a toll-free call away.

A Home Warranty helps safeguard against 'midnight hour' & after-sale disputes.

- Resolves "deal killing" problems.
- Limits mechanical failure disputes after the sale.

We pay for the Home Warranty for our clients who choose a Home Sale Marketing Plan which incorporates this service.

Home warranties are not comparable to property/casualty insurance. There is normally a deductible, claim or service charge for each claim. These can be in the range of \$50-\$100 per claim.



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