



MARKETING PACKAGE COST SHEET

Due Diligence Checklist

Prepared by: Agent _____
Broker _____

Phone _____
Email _____

NOTE: This form is used by a seller broker as an addendum to a seller representation agreement when employed to sell real estate, to disclose the itemized costs anticipated to market the real estate for sale.

DATE: _____, 20____, at _____, California.

Items left blank or unchecked are not applicable.

1. FACTS:

- 1.1 This is an addendum to a Seller Representation Agreement [See **RPI** Form 102]
- 1.2 of same date, or dated _____, 20____, at _____, California,
- 1.3 entered into by _____, as the Seller,
and _____, as the Broker,
- 1.4 regarding real estate referred to as _____.

2. BROKER'S DISCLOSURE AND PERFORMANCE:

- 2.1 The items listed below with an estimated cost entry disclose the reports and activities Seller can reasonably expect as necessary for Broker to best market the real estate to prospective buyers.

- a. Home inspection report \$ _____
- b. Natural hazard disclosure report [See **RPI** Form 314] \$ _____
- c. MLS and marketing session fees \$ _____
- d. Sign expenditures for purchase, installation and removal \$ _____
- e. Photos and video of the property \$ _____
- f. Advertising online, in newspapers and magazines \$ _____
- g. Information flyers, printing and distribution. \$ _____
- h. Open house — food and beverages \$ _____
- i. Travel expenses \$ _____
- j. Transaction coordinator fee \$ _____
- k. Smoke detectors and water heater anchor installation. \$ _____
- l. Homeowners' Association (HOA) documents charge \$ _____
- m. Local ordinance compliance certificate \$ _____
- n. Lead-based paint report [See **RPI** Form 313] \$ _____
- o. HERS environmental audit \$ _____
- p. Structural pest control report and ☐ clearance \$ _____
- q. Mello-Roos assessment notice \$ _____
- r. Well-water quality and quantity report. \$ _____
- s. Septic/sewer report. \$ _____
- t. Soil report \$ _____
- u. Survey of property (civil engineer) \$ _____
- v. Appraisal report \$ _____
- w. Architectural (floor) plans \$ _____
- x. Title report: ☐ property profile, ☐ preliminary report, ☐ abstract \$ _____
- y. Credit report on prospective buyer \$ _____
- z. Other _____ \$ _____

TOTAL ESTIMATED MARKETING COSTS \$ _____

3. PAYMENT OF COSTS (use when Seller pays the costs):

- 3.1 ☐ Broker is authorized and instructed to incur on behalf of Seller the cost estimated above.
- 3.2 ☐ Seller agrees to pay, on presentation of a billing, those costs estimated above and incurred by Broker.

- 4. TRUST ACCOUNT:** (To be filled out when a deposit is entered at §4.1 below.)

- [illegible]

Phone: _____ Cell: _____
Email: _____