

# Ultimate Service® Program

When it comes to real estate, it seems like everybody talks about customer service. But service isn't just talk. At Coldwell Banker, we recognize that you want more than just conversation. You want a commitment to action. That's why we've created Ultimate Service® a system that puts you in control. Ultimate Service® delivers real value and assures you the highest possible level of customer satisfaction.

## 1 We Listen

We want to know what things are most important to you, the customer. Tell us. We'll listen.



## 2 Together, We Set Our Written Service Standards

Together we'll develop a customized service plan that reflects your specific needs. We will live up to these written commitments, or you have the right to cancel your Buyer's or Seller's agreement. How's that for service on your terms!

## 3 You Evaluate Us

We've surveyed thousands of customers from coast to coast. Their needs, wishes and expectations have helped us establish the high standards of performance we work so hard to provide to every customer - every time. That's why when our job is done, we'll ask you to complete a Customer Satisfaction Survey telling us how we did and how we can improve.



## The Result: Ultimate Service

We take everything we've learned along the way and use it to continually improve the services we offer. Over ninety years ago, Coldwell Banker was formed on the fundamental premise of placing our customers' needs above all else.

This commitment has led to many innovations which have been adopted as industry standards, helping to make Coldwell Banker a leader in our field.

If you're looking for a complete program backed by the best guarantees in the business, that puts you in control, come to Coldwell Banker. Discover for yourself what Ultimate Service® is all about.



\*For the most recent results, see the Ultimate Service satisfaction results