



**CERTIFIED PRE-OWNED<sup>TM</sup>**  
PROGRAM



# Certified FACTS

## Homes That Are Certified...

- Attract More Buyers
- Attract More Realtors
- Add Certainty to the Transaction
- Attract Better Offers



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HOME

Car A



Certified Pre-Owned  
by  
Mercedes-Benz

Car B



\$42,000

\$40,000

- One Year Warranty
- 161 Point Inspection
- Free Oil-Changes

- As-Is

**Which Would You Prefer?**

## Home A



\$298,000

- 12 Month Warranty
- Full Home Inspection Done
- Price Based on Market Value Appraisal
- Current Pest Inspection Done

## Home B



\$285,000

- To Be Negotiated

**Which Would You Prefer?**



# Certified FACTS

## Certified Homes Add Certainty...

- Buyers are confident their new home is trouble free
- Sellers avoid unpleasant post-inspection negotiations



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# CPOP Requirements

- Home Inspection and Repair
- Home Warranty
- Market Value Appraisal
- Pest Inspection and Treatment



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# Certified FACTS

## Homes That Are Certified Sell...

- For 4.65% More Money
- 28 Days Faster Than MLS avg.



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# Certified FACTS

## Seller Receives...

- Completion Certificate
- CPOP Display Binder
- CPOP Sign Rider on Yard Sign
- CPOP Notation in MLS & Other Marketing



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HOME



# CERTIFICATE *of* COMPLETION

*This certifies that the home at*

**123 Sample Avenue  
Sarasota, FL 34249**

*Has Passed All The Requirements Necessary  
To Be Awarded The Prestigious Title...*



**CERTIFIED PRE-OWNED™  
HOME**

*Alex Agent*

DATE

AGENT