



# PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal and the company that helps you should be, too. In 2023, the Coldwell Banker® brand closed \$234 billion in sales volume\*. This is a brand committed to empowering agents with the innovative technology, strategic marketing and powerful network necessary to market your home in the best possible way.

\*Based on Coldwell Banker Financial Data 01/01/2023-12/31/2023.

Andorra	Costa Rica	Ireland	Sint Maarten
Argentina	Curaçao	Italy	Spain
Aruba	Cyprus	Jamaica	St. Lucia
Bahamas	Dominican Republic	Luxembourg	Turkey
Bermuda	Egypt	Malta	Turks & Caicos
British Virgin Islands	England	Mexico	United Arab Emirates
Cambodia	France	Monaco	United States
Canada	Grenada	Paraguay	Uruguay
Cayman Islands	India	Portugal	U.S. Virgin Islands (St. Croix & St. Thomas)
Chile	Indonesia	Saudi Arabia	

# GLOBAL REACH

An affiliation with the Coldwell Banker® brand provides access to a national and global network of well-connected real estate agents, with the ability to capture more leads and sell your home faster.

100,000  
AGENTS\*

40  
COUNTRIES\*

\*As of 12/31/2023.





# LOCAL REACH

Home buyers aren't just evaluating how your house will fit their needs, they're checking out your neighborhood, too. A combination of local market expertise and relationships with offices and affiliated agents across our region creates more opportunities to show off your home and your neighborhood's local charm to a greater number of buyers. Coldwell Banker Realty is a leader in the Carolinas.

**1,528** AGENTS

**15** OFFICES

**\$3.26B** SALES VOLUME

A man and a woman are looking at a laptop screen together. The woman, on the left, has curly brown hair and is wearing a teal shirt. She is smiling and looking at the laptop. The man, on the right, has short dark hair and a beard, and is wearing a light blue button-down shirt. He is looking at the laptop with a serious expression. They are standing in a kitchen or office setting. A laptop is open on a table in front of them. A tomato is visible on the table in the foreground.

# POSITIONING YOUR PROPERTY

Great marketing isn't just about waiting for a buyer to come your way – it's active promotion that targets likely buyers where they are, whether that's online, around town or across the country.





## POPULAR SERVICES OFFERED

PAINTING

STAGING

ROOM RENOVATIONS

LANDSCAPING

JUNK REMOVAL

CLEANING

HANDYMAN SERVICES

FLOORING AND CARPENTRY

ELECTRICAL UPGRADES

PLUMBING

AND MUCH MORE

## FIX IT UP WITH NOTHING UP FRONT

Coldwell Banker Realty can help you make the needed improvements and repairs to prep your home for sale with no up-front costs using the RealVitalize® program. There are no hidden fees or interest and you don't have to pay until your property sells\*.

### HOW IT WORKS

- 1.** We'll work together to decide which home improvement projects will increase your home's value the most and set an estimated budget for the work.
- 2.** I'll enroll your home in the RealVitalize program and get you connected to a dedicated Angi Project Consultant who will source and schedule local vendors from Angi's network of trusted service professionals.
- 3.** Once you approve the estimates, local top-rated professionals implement your home improvements. Home projects and services are backed by the Angi Happiness Guarantee. If you're not satisfied with your home project or service, Angi will work to make it right.
- 4.** I list your home. You don't pay anything back until closing\*.



\*Seller must pay for work upon earlier of closing, listing no longer being in effect, or 12 months after completion of first job. If settlement proceeds are insufficient to cover the RealVitalize project costs, seller must pay the balance within 15 days after closing.

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# PHOTOGRAPHY

If a picture is worth a thousand words, then beautiful high-quality images could be worth thousands of dollars when selling your home. Thanks to professional photography, your property will look its very best, encouraging buyers who are browsing online to slow down and take notice.

# 360° PROPERTY MARKETING



AGENT PROMOTION



OPEN HOUSE



PROPERTY  
MARKETING MATERIAL



YARD SIGN



EMAIL MARKETING



ONLINE AND  
SOCIAL MEDIA



VIDEO





# 100% OF HOME BUYERS USE THE INTERNET\*

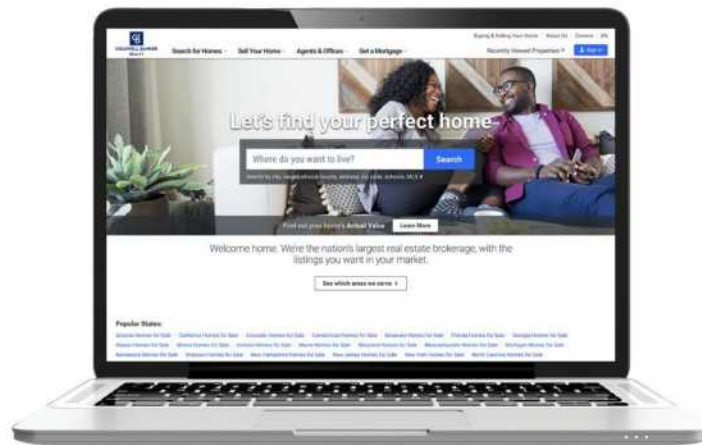
Online exposure is critical to getting a competitive price and a fast sale for your property. Digital marketing expertise and the Coldwell Banker® brand's top online presence will get your home seen and sold.

\*National Association of REALTORS® 2023 Profile of Home Buyers and Sellers.



# THE #1 MOST VISITED REAL ESTATE BRAND ONLINE\*

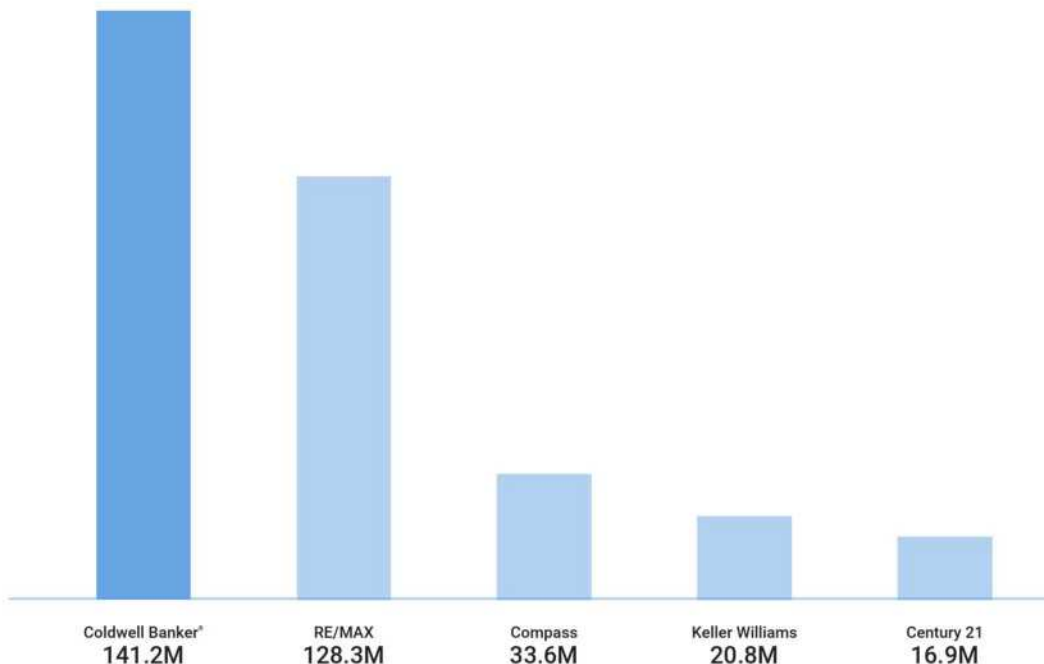
Home buyers are online, and more of them are visiting Coldwell Banker® sites than other real estate brands, which means your property gains better exposure and more qualified buyers.



## 141.2M\*

Site visits to Coldwell Banker websites

\*Reflects Total Website Visits for 2023. Source: Comscore 2023 Media Trends.





# ONLINE EXPOSURE

A comprehensive online marketing strategy includes detailing your property's critical selling points and posting multiple photos on the most visited real estate websites in the world. The result? Your home gets showcased on dozens of high-traffic sites – putting it in front of potential buyers everywhere.

[COLDWELLBANKER.COM](http://COLDWELLBANKER.COM)

[HOTPADS.COM](http://HOTPADS.COM)

[COLDWELLBANKERHOMES.COM](http://COLDWELLBANKERHOMES.COM)

[REALTOR.COM®](http://REALTOR.COM)

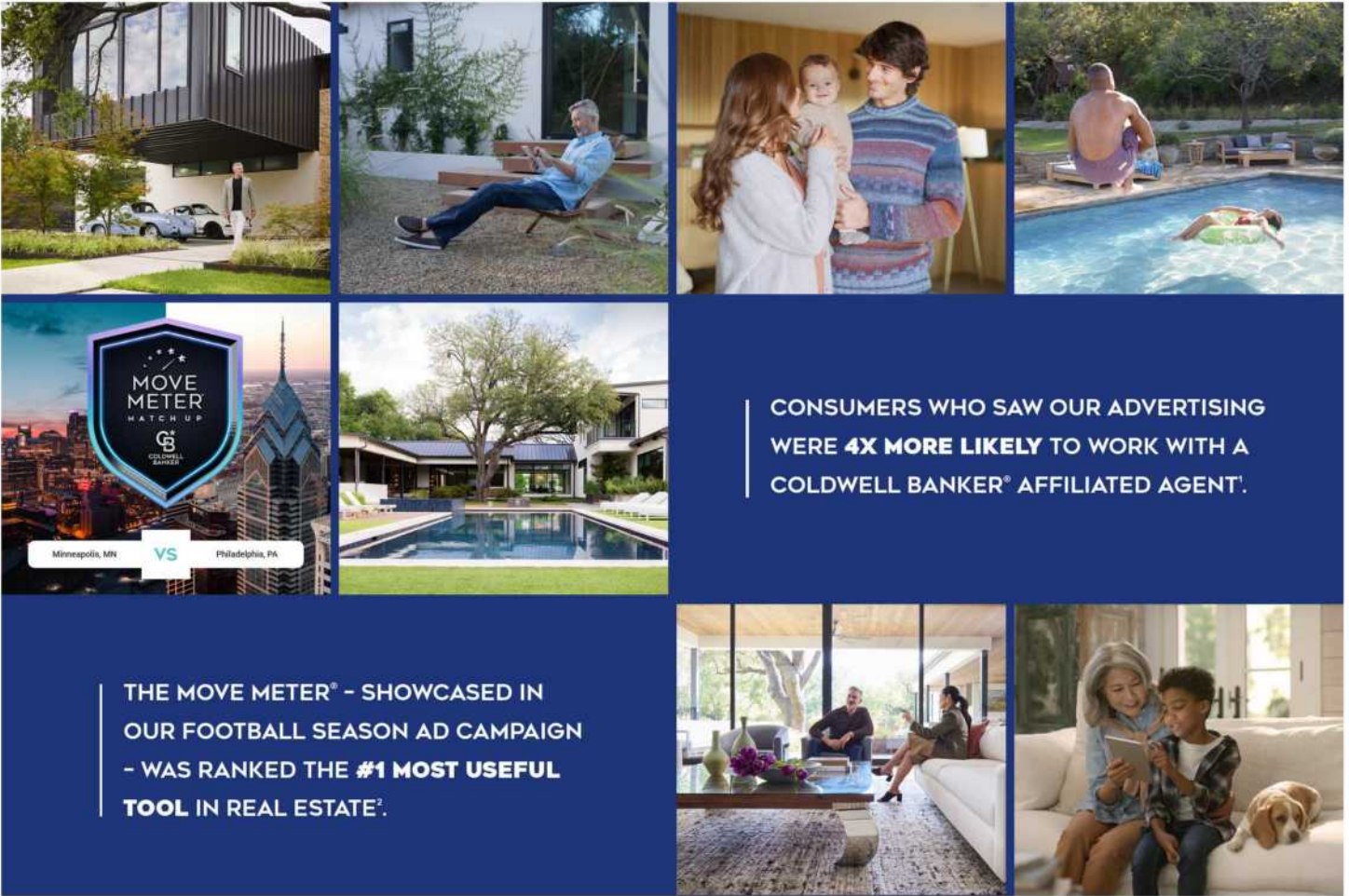
[HOMEFINDER.COM](http://HOMEFINDER.COM)

[TRULIA.COM](http://TRULIA.COM)

[HOMES.COM®](http://HOMES.COM)

[ZILLOW.COM](http://ZILLOW.COM)

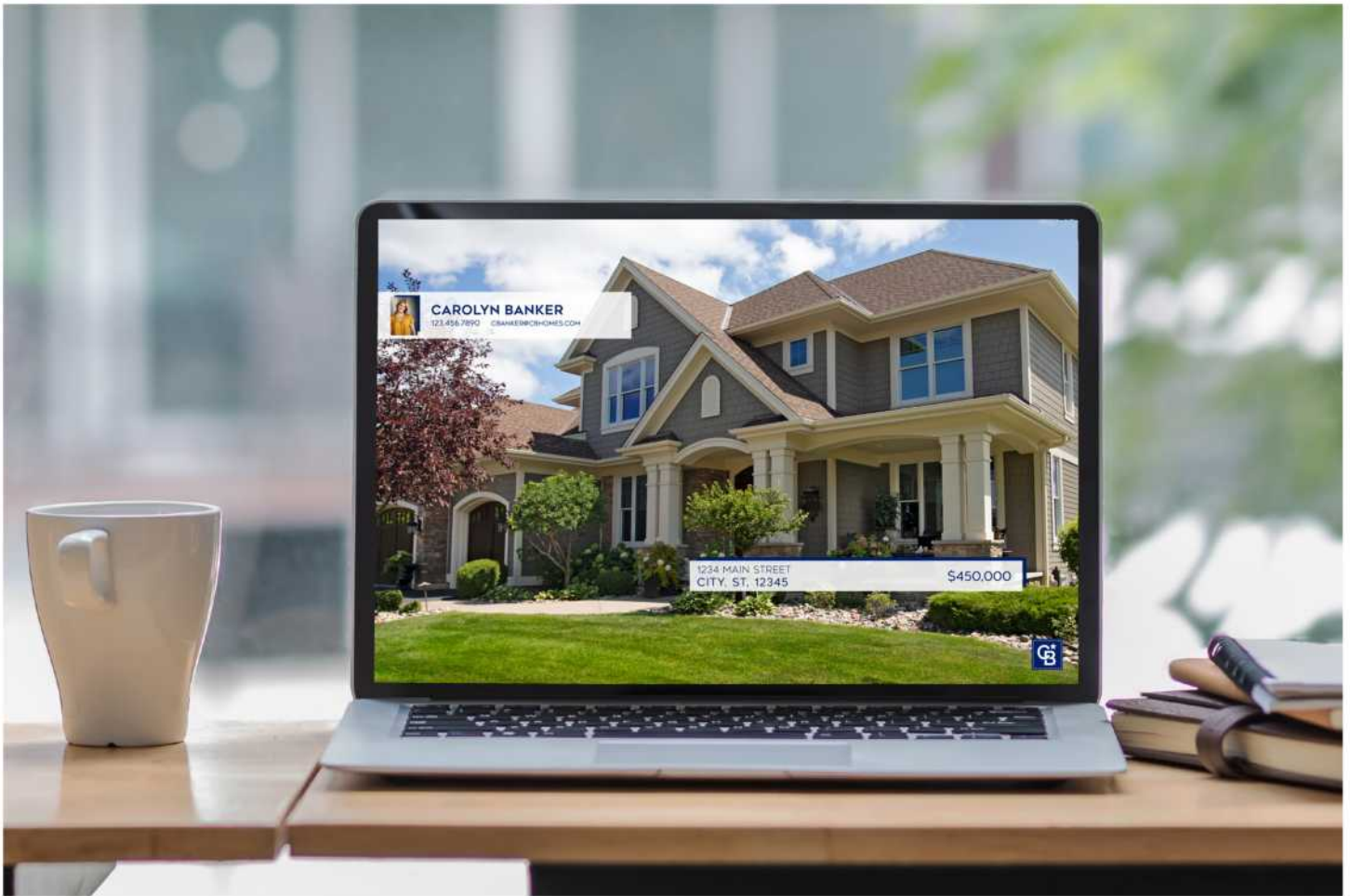




# #1 RATED REAL ESTATE ADVERTISING 12 YEARS RUNNING<sup>3</sup>

Year after year, the Coldwell Banker® brand is proud to deliver the national network advertising that connects with viewers and leads the industry. Coldwell Banker Realty has one of the strongest and most recognized names in real estate, to make the right impression and attract buyer interest in your property.

1. Coldwell Banker/Quester Consumer Research June 2023. 2. September 2023 Ace Metrix Consumer Survey. 3. Ace Metrix Scores 2012-2023, Real Estate Category.

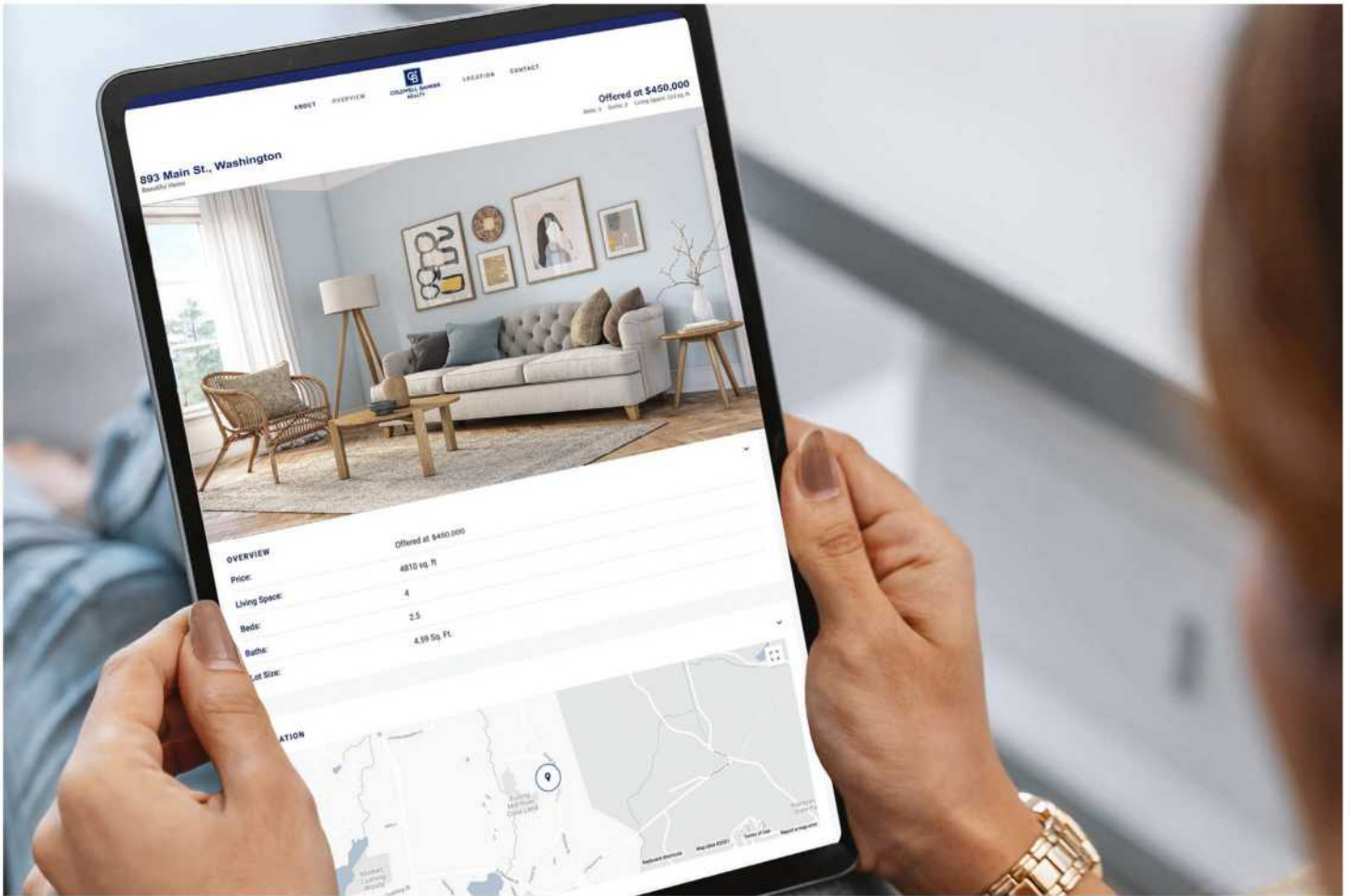


# YOUTUBE ADVERTISING

Leveraging the mass audience and highly targeted capabilities of YouTube – the second most visited website online\* – your property will receive optimal views as a YouTube ad. It will be seen by those most likely to be in-market to purchase a home. Interested buyers can click on the ad to view more information and immediately reach out to schedule a showing. Additionally, you will be updated with statistics specifically detailing your ad's performance, including total number of views and clicks.

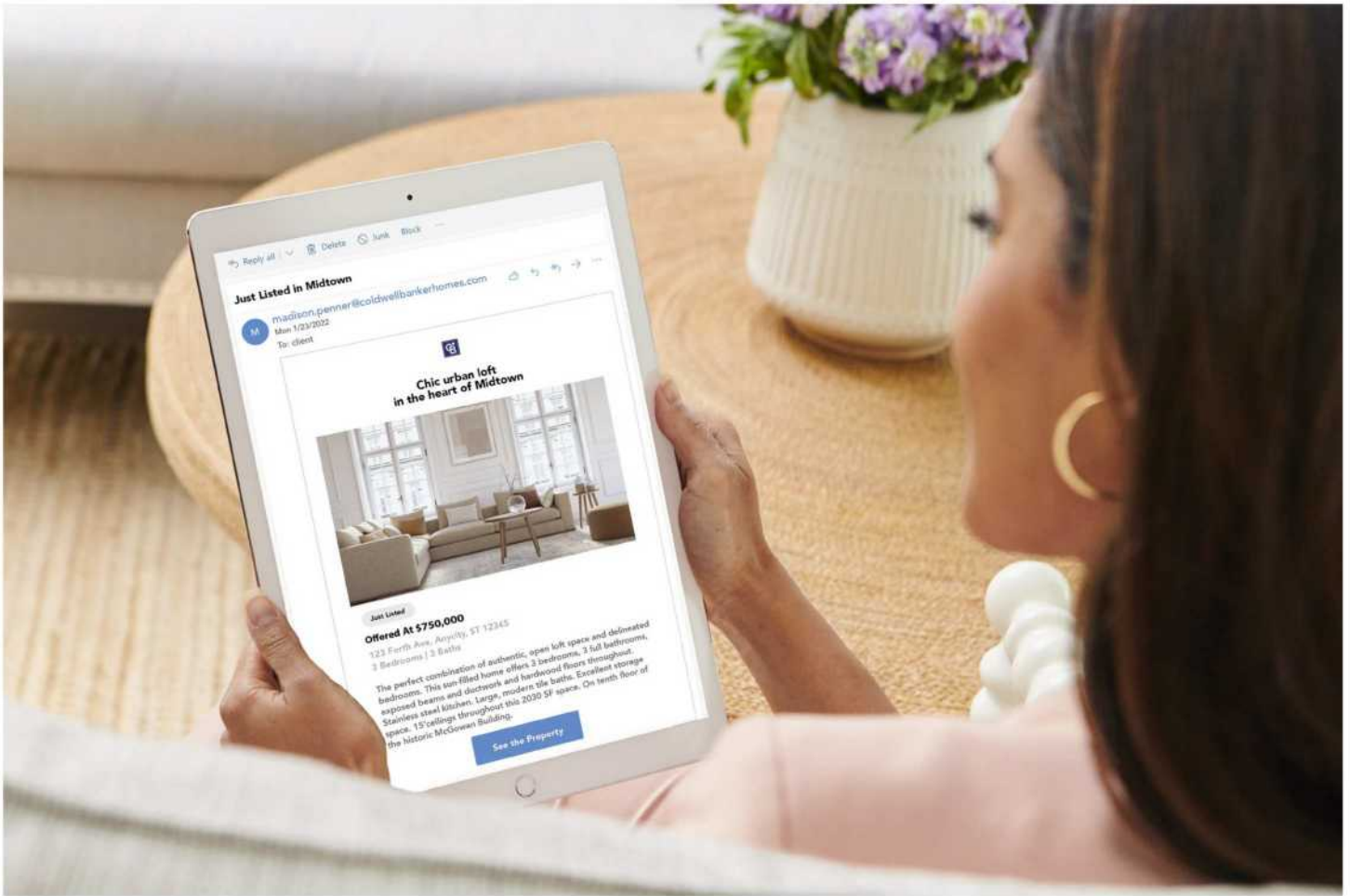
\*According to April 2021 data from the Semrush Traffic Analytics tool.





# SINGLE-PROPERTY WEBSITE

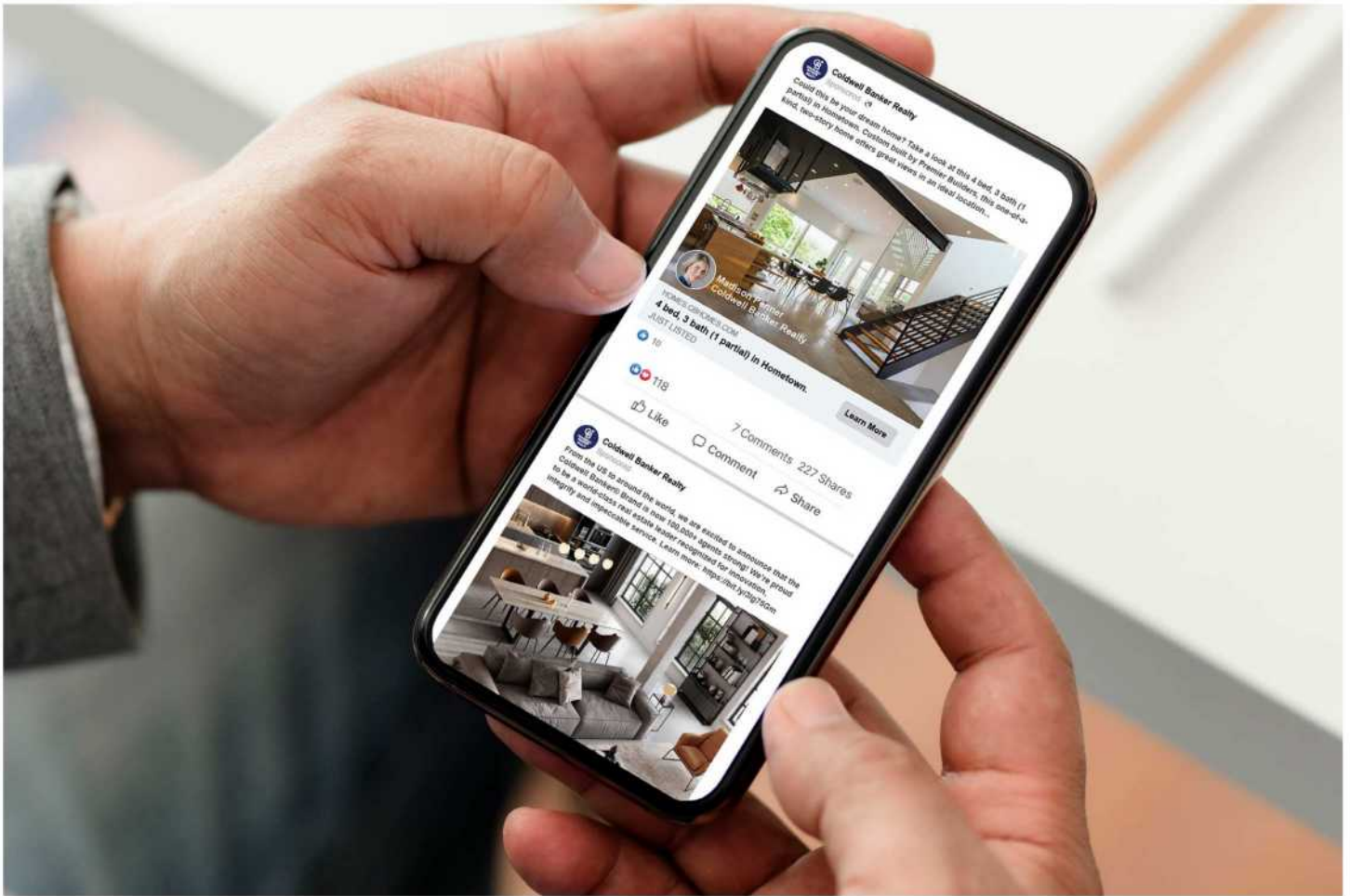
Show buyers your home is worth the investment with a single-property website. Unlike listing sites where your home is forced to compete for attention with similar properties, ads and other distractions, a single-property website keeps the focus on your home. This unique site will be promoted to potential buyers throughout the property marketing campaign and on social media.



# EMAIL MARKETING

Property announcements will reach a targeted segment of an exclusive email list and are an easy yet effective way to connect with buyers, agents and their networks. These emails feature a beautiful photo of your property as well as detailed information and a link so they can quickly access all the details.





# SOCIAL MEDIA

Today's buyers are active on social media, which is why your property will be heavily promoted on social to generate buzz and attract the attention of potential buyers.

The Coldwell Banker® social media channels reached millions of consumers in 2023:

- Over Half a Billion Media Impressions<sup>1</sup>
- 88.9M+ Engagements<sup>1</sup>
- 8.6M+ Link Clicks<sup>1</sup>
- 102M+ Video Views<sup>1</sup>
- 1.1M+ Followers<sup>2</sup>

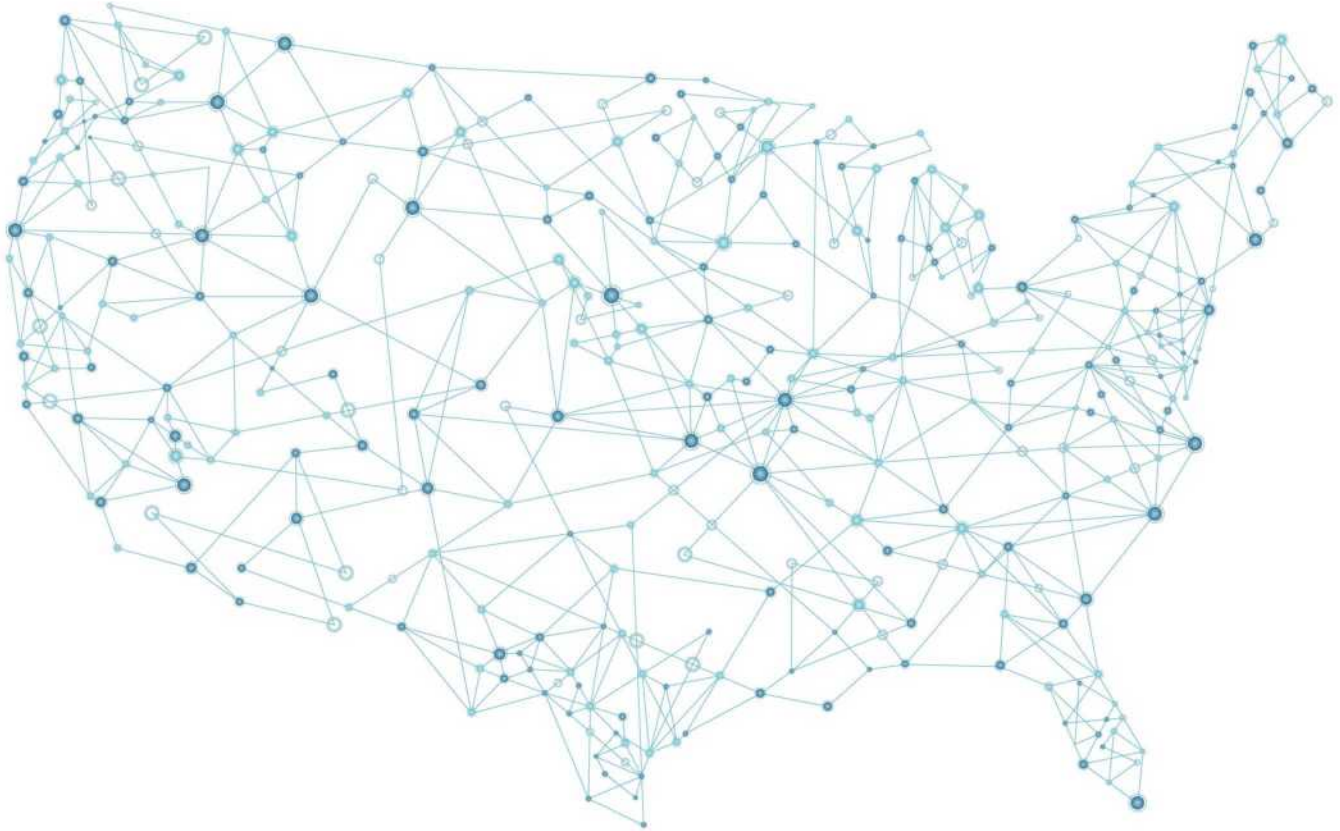


# 88% RELY ON AGENTS\*

For many people, buying a home is one of the largest financial transactions they'll make, which is why 88% of them rely on an agent to be their guide.

\*National Association of REALTORS® 2023 Profile of Home Buyers and Sellers.





# SEEN AND SOLD WITH CB EXCLUSIVES

If you think online sites like Zillow and Redfin are the fastest way to sell your home, think again.

Rather than getting lost in the shuffle, CB Exclusives from Coldwell Banker® lets you privately market your home to our powerful network of over 47,000 agents before it hits multiple listing services and online sites.

Let our private showings drive your asking price, not an algorithm.



# BROKER OPEN HOUSE

One of the most powerful ways to debut your home is by hosting a broker's open house, where a network of real estate industry contacts will be invited to tour your property. The sooner other brokers and agents know about your home, the sooner they can match it to their current buyers. It's word-of-mouth marketing at its best.





# AREA REALTOR<sup>®</sup> NOTIFICATION

Agents at local real estate companies will be notified once your property hits the market. Mobilizing the real estate community for your benefit creates more opportunities for agents to connect their buyer clients to a hot new property – further advancing the sale of your home.



# 50% ATTEND OPEN HOUSES\*

What better way to experience your home than in person? Many buyers agree there are distinct advantages to attending open houses to find their new home.

\*National Association of REALTORS® 2023 Profile of Home Buyers and Sellers.





## **VIRTUAL OPEN HOUSE**

Most buyers shop for homes online – a virtual open house will access your target audience quickly, wherever they are.

## **PRIVATE SHOWINGS**

With your permission, serious buyers and their agents can schedule an appointment so they can explore your home without the distraction of other buyers.

## **TRADITIONAL OPEN HOUSE**

With proper safety measures and precautions in place, open house events are a fantastic way for buyers to connect with the space and the neighborhood.





33%

OF BUYERS USE YARD SIGNS\*

The yard sign's role in selling your home remains as important as ever, effectively broadcasting to neighbors, buyers and any passerby a new property is available.

\*2023 National Association of REALTORS® Profile of Home Buyers and Sellers.





# INNOVATIVE MOBILE BROCHURE

A distinctive Coldwell Banker® yard sign attracts the attention of buyers, who can instantly view details of your property using the CB Mobile Brochure technology. An exclusive yard sign panel delivers your home's unique details and photos to consumer mobile phones. Every inquiry becomes a lead, allowing proactive engagement and follow-up with interested buyers.



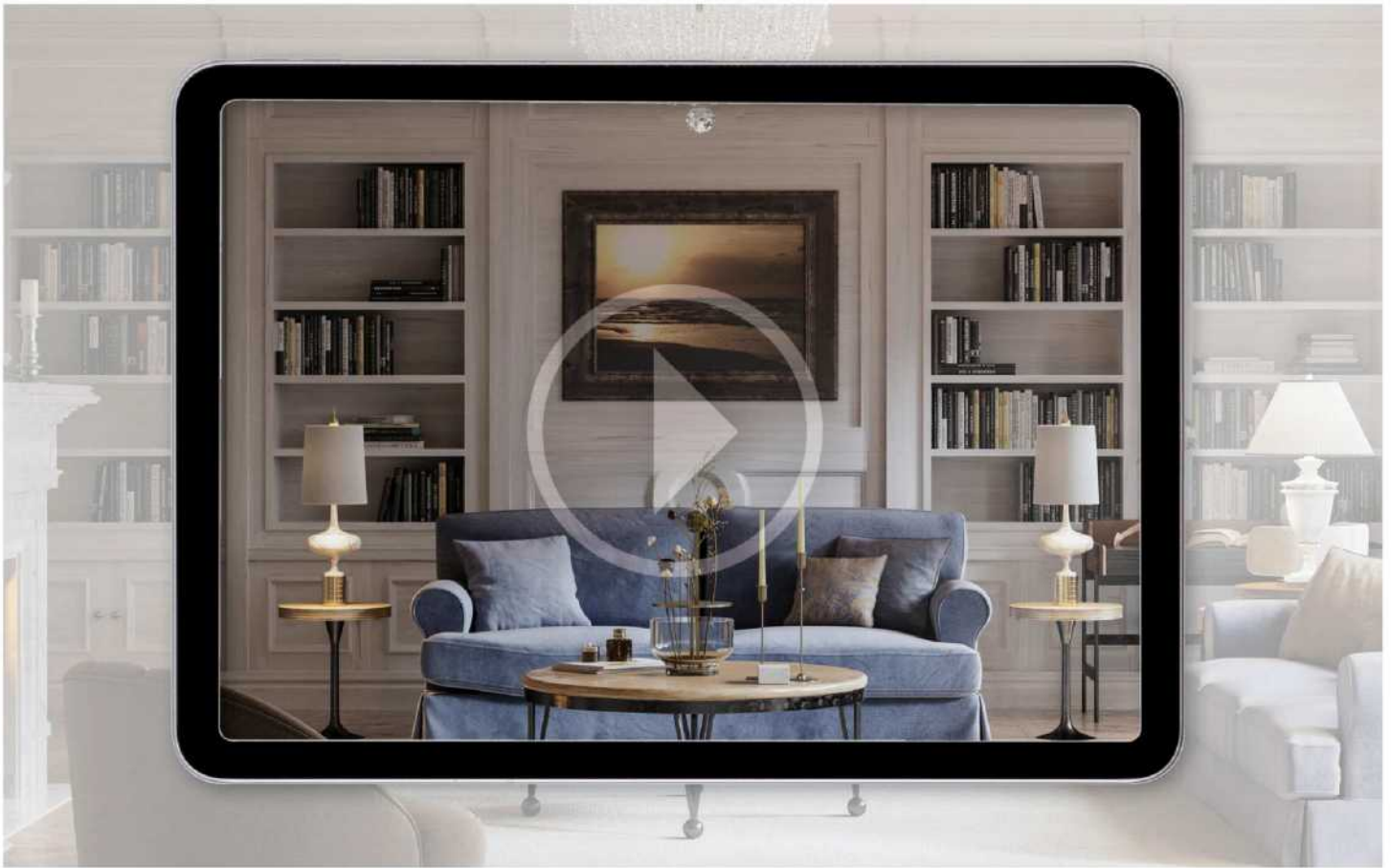
38%

WATCH  
PROPERTY VIDEOS\*

A fantastic way to introduce buyers to your property, videos help connect buyers to the space quickly, easily and on their own schedule, whether they're across town or across the country.

\*2023 National Association of REALTORS® Profile of Home Buyers and Sellers.





# VIRTUAL PROPERTY TOUR

A professionally produced photo slideshow of your home will engage buyers with beautiful photography, so they take notice of all the special features and amenities.



# PROPERTY MARKETING MATERIAL

Beautifully printed marketing materials that feature the unique details and photos of your home will attract the attention of buyers.



**BEAUTIFULLY UPDATED HOME**



123 Main Street, City, ST 12345  
Offered at \$450,000






**STUNNING, THOUGHTFUL DESIGN**

Offered at \$430,000

This four bedroom, three and one-half bath home has been beautifully updated throughout. Amenities include a large open concept family room with tall ceilings and many windows that allow for a lot of natural light. The kitchen features stainless steel appliances, a spacious center island, breakfast room and dual dishwashers – and a generous walk-in pantry. The dining room is adjacent to the kitchen and includes a hunky chandelier and ample space for entertaining. The primary bedroom has an adjoining primary bathroom with gorgeous marble flooring, a walk-in shower, dual sinks and bathtub. The remaining bedrooms and bathrooms have all been recently updated as well.

The backyard is an oasis for relaxation and enjoyment with a pool, spa, built-in barbecue, large lawn area, stunning garden and newly-built fireplace. The three-car garage provides storage space and an electric car charger, as well as a convenient mudroom while entering the home. Don't miss the rare opportunity to own this special property.



# PROPERTY BROCHURES

Your home's unique selling points will be showcased with a professionally printed property brochure filled with high-quality photography and powerful content. These brochures leave a lasting impression and will remind buyers of all that your home offers each time they see it.



# DIRECT MAIL MARKETING

When paired with digital marketing, specialty marketing, like direct mailers, serves to set your listing apart and remains an effective add-on for directly connecting with buyers in your area. It's also a resourceful way to tap into your neighbors' networks – creating an opportunity for them to notify their family and friends who are looking for a home.





# PRICING STRATEGY

A comparative market analysis (CMA) – which includes intelligence on homes like yours that are off, on and pending in the market – will be used to develop a competitive pricing strategy that signals your home's value and generates buyer excitement.

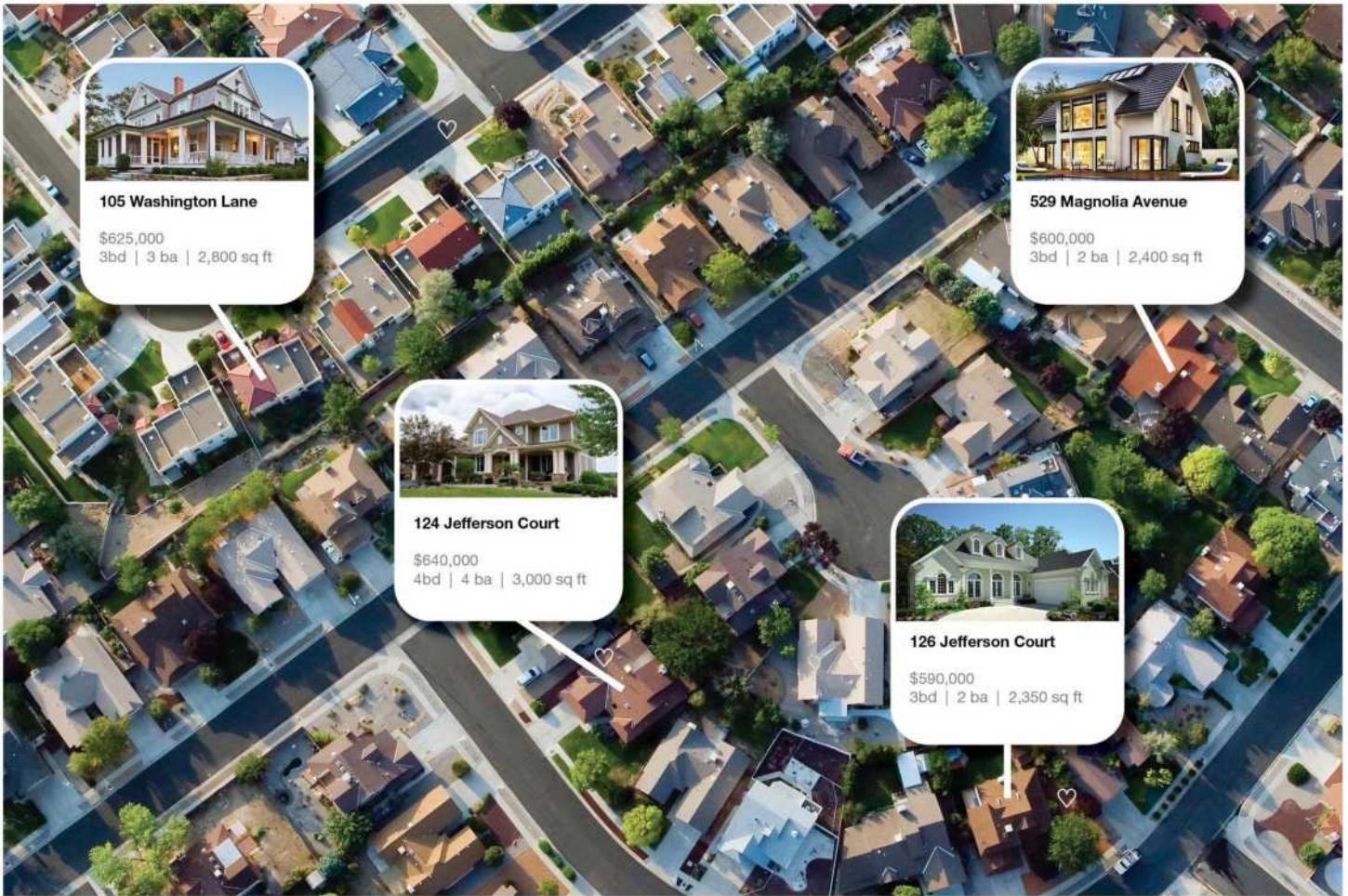


# PRICING RIGHT

Thanks to the internet, home buyers are more knowledgeable than ever, with many doing their own comparison research. Which is why intelligent pricing is one of the most critical aspects of a successful sale – no matter how perfect your home is, you'll miss out on potential buyers if its price doesn't align with similar properties selling in your market.

Taking into consideration market factors and local competition, your home will be thoroughly assessed and optimally priced from the start, so it generates the most activity from real estate agents and buyers.





# COMPARATIVE MARKET ANALYSIS

A comparative market analysis is a report that pulls data from the multiple listing service based on buyer and seller activity in your area. This intelligence will be used to establish an ideal listing price for your home that's competitive and appeals to buyers.

## KEY CMA DATA INCLUDES

- Comparable properties in your area that recently sold
- Comparable properties in your area that failed to sell
- Pending sales in your area
- Comparable active listings in your area



# NEGOTIATION STRATEGIES

To get the most out of your home sale – and avoid putting yourself at a disadvantage – you’re going to want an agent who knows how to negotiate. The goal is to use comparative market analysis data and tried-and-tested negotiation techniques to build a strong case and get you top dollar.





# GETTING STARTED

Your home and your home sale needs are one of a kind. Using the unmatched resources of the Coldwell Banker® brand, a custom plan will be developed to:

- Provide you with proven, powerful and personal service
- Enable you to obtain the best possible sales price and terms for your home
- Close the sale in a smooth, timely manner

We are committed to your complete satisfaction, and will represent your interests with the utmost care, honesty, integrity and discretion.

Let's get started!



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