



COLDWELL BANKER

REALTY



WHY COLDWELL BANKER®

The Coldwell Banker® brand is the North Star of the real estate industry – guiding people to the homes of their dreams for 118 years. It's a passion and pursuit we take deep pride in: Creating and exceeding impeccable standards in every aspect of your real estate experience.



THE HOME-SELLING PROCESS

Your home is a huge part of your life, both financially and emotionally. So the decision to sell a house is not one to be made lightly. Coldwell Banker Realty is here to guide you through every step of the selling process, offering professional insights and services along the way and getting the most value for your property.

- Price your home competitively
- Market your property to qualified buyers
- Negotiate for the best offer
- Navigate the closing process
- Connect with our network of real estate-related service partners



COMPETITIVE PRICING

You will receive a comparative market analysis (CMA) that features data from the multiple listing service based on buyer and seller activity in your area. By considering market factors and local competition, your home will be thoroughly assessed and optimally priced from the start, so it generates the most interest from 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



Before



After

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

The Coldwell Banker® brand 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 sells¹.

HOW IT WORKS

1. We'll work together to decide which home improvement projects will showcase your home best 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 Guarantee². 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 closing¹.



1. 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.
2. Agent-referred vendors are not covered under the Angi Happiness Guarantee.

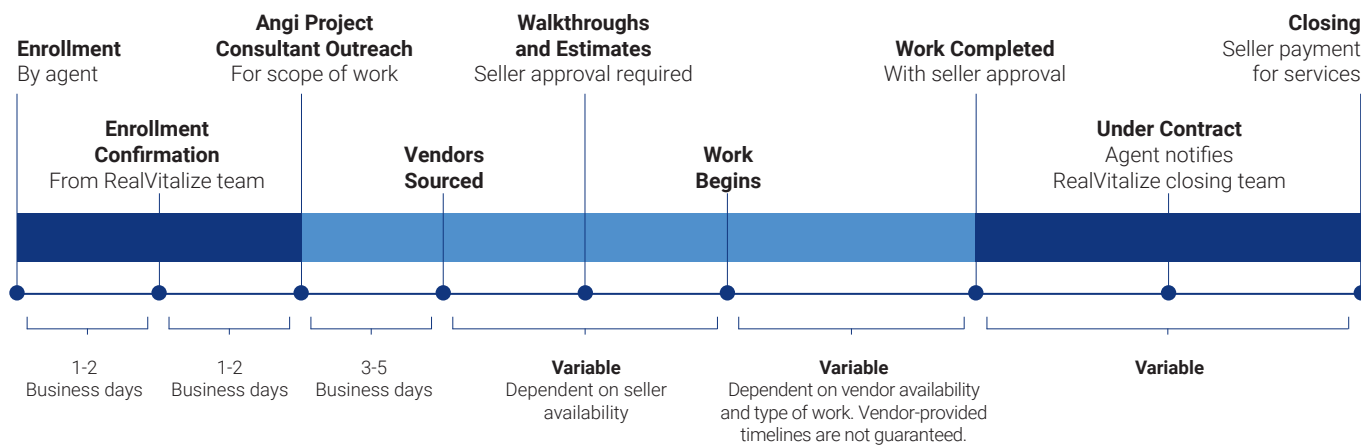
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REALIZE YOUR HOME'S POTENTIAL

When selling your home, small changes can make a real impact. Angi's network of trusted vendors can help make your property shine. From kitchen remodeling to cosmetic finishes, complete your chosen projects with the RealVitalize® program and pay back the costs from the proceeds of the sale¹.

THE REALVITALIZE PROGRAM JOURNEY²



1. 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. 2. Timelines are not guaranteed, and many parts of the RealVitalize process are variable. ©2024 Coldwell Banker. All Rights Reserved. Coldwell Banker® and the Coldwell Banker logo are service marks owned by Coldwell Banker Real Estate LLC. The Coldwell Banker System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. RealVitalize® and the REALVITALIZE and RV logos are registered service marks owned by Anywhere Real Estate Group LLC ("Anywhere"). The RealVitalize program is not available in all states and available only at participating offices. Void where prohibited. Terms and conditions apply. Execution of program agreement is required. Results not guaranteed. 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. All property enhancement services are provided by the applicable service provider affiliated with Angi, and are not provided by Anywhere, Coldwell Banker or any of its affiliated companies. Not intended as a solicitation if your property is already listed by another broker.

WHERE THE BUYERS ARE

While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online and with the help of a real estate professional.

HOW BUYERS SEARCH FOR HOMES*

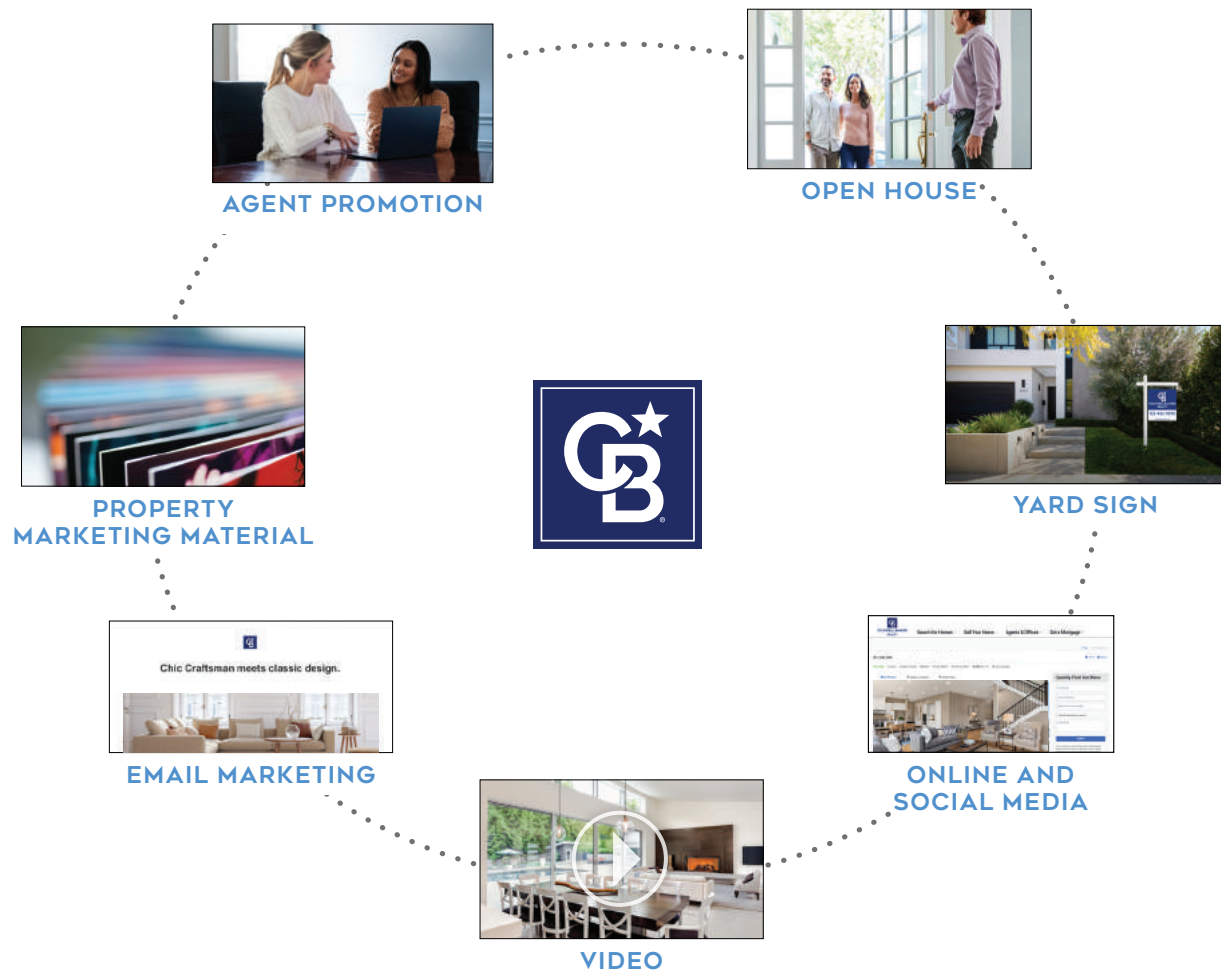
Real Estate Agent	88%
Mobile or Tablet Search Device	72%
Open House	50%
Online Video Site	38%
Yard Sign	33%
Home Builder	17%
Print Newspaper Advertisement	6%



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

MARKETING YOUR PROPERTY TO QUALIFIED BUYERS

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. Coldwell Banker Realty's comprehensive marketing strategy will maximize your home's exposure.



ONLINE IMPACT

Home buyers are online – and one real estate brand gets more of their attention than any other. Our comprehensive internet marketing strategy puts your home in front of potential buyers locally, nationally and all around the world.

REAL ESTATE'S MOST VISITED WEBSITES

Displaying your property to buyers worldwide

OVER HALF A BILLION

Impressions from Coldwell Banker® social media channels¹

91.81 MILLION

Visits to **ColdwellBankerHomes.com** in 2023²

124.89 MILLION

Property views on **ColdwellBankerHomes.com** in 2023²



NEGOTIATING THE BEST OFFER

To get the most out of your home sale – and avoid putting yourself at a disadvantage – you need representation that will negotiate to get the best possible price. With data from a comparative market analysis and tried-and-tested negotiation techniques, we'll build a strong case so you get top dollar.

If your property receives multiple offers, this will include evaluating the terms of each as price is not always the only factor to consider. Other factors may include improvements the buyer is requesting to be done and other contingencies, timing of the closing, requests for the seller to cover part of the closing fees, and if the buyer is paying cash or obtaining a mortgage.



SUPPORT THROUGH THE CLOSING PROCESS

Every step of the way, we will support you and your best interests until your home is sold, working with all parties involved through the closing process to ensure a smooth, positive experience, such as:

- Buyer's Agent
- Attorney and Title Company
- Lender
- Inspector
- Appraiser



FROM START TO FINISH

MORTGAGE SERVICES – If you're also interested in finding your new dream home, I can support you in your search and connect you with Guaranteed Rate Affinity*, which provides mortgages across the country and features extremely competitive rates, fantastic customer service and a fast, simple process.

TITLE SERVICES – Our local title partner can research and resolve any issues before the closing to help ensure the transaction closes smoothly and on time.

WARRANTY SERVICES – American Home Shield® provides that extra measure of security that makes buyers feel more comfortable and confident in the purchase of your home.

INSURANCE SERVICES – Anywhere Insurance Agency offers competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.

COMMERCIAL SERVICES – Highly skilled Coldwell Banker Commercial® affiliated agents offer a full spectrum of office, industrial, retail, multi-family and hospitality services.

*Operating in the state of New York as GR Affinity, LLC in lieu of the legal name Guaranteed Rate Affinity, LLC

STEP BY STEP

Selling a home is a complicated process, but we will guide you through it every step of the way.



- Prepare comparative market analysis (CMA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price



- Install distinctive Coldwell Banker® yard sign (when permissible)
- Promote your home on the MLS
- Syndicate your home's listing on high-traffic websites
- Respond to online buyer inquiries
- Arrange showings
- Hold open house
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates



- Act as the liaison between you and the agent representing the buyer
- Evaluate offers and strategize the best price and terms
- Reference CMA data
- Utilize tried-and-tested negotiation techniques
- Navigate any multiple-offer situations



- Manage all documents online for easy access by all parties
- Supply information needed by attorney or title company
- Provide information to buyer's mortgage lender
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement when available
- Provide copies of all closing documents when available



LEADING THE WAY

Over a Century of Excellence

The Coldwell Banker® brand practically invented modern-day real estate. Founded in 1906 on the principles of honesty, integrity and always putting the customer first, we changed the industry then and continue to do so today.

Global Network

Through non-stop innovation and forward thinking, the Coldwell Banker brand has grown to become one of the most well-known names in real estate around the globe. Wherever your home's buyer might be, we're there, too.

Coldwell Banker

Agents (Worldwide)

100,000¹

Presence

40 Countries and Territories¹

Sales Volume (U.S.)

\$234 Billion²

Transaction Sides (U.S.)

481,548²

1. As of 12/31/2023. 2. Based on Coldwell Banker Financial Data 01/01/2023-12/31/2023.



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