

COLDWELL BANKER®

Guide to Selling Your Home



COLDWELL BANKER

**VILLAGE GREEN
REALTY**

PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal. The company that helps you should be too. For 116 years, Coldwell Banker has been one of the world's best known and trusted names in real estate, giving you advantages other companies can't.

- Proven Success
- Online Impact
- Strategic Marketing
- Full Service
- Unmatched Regional Presence With Offices Throughout The Hudson Valley, NYC, & Long Island

I will guide you every step of the way - making sure you know what to expect, answering your questions and helping you determine the right price to attract buyers and sell your home quickly.



PROVEN. POWERFUL. PERSONAL.

Coldwell Banker has been guiding people home for 116 years. Coldwell Banker Village Green Realty has been a leader in Hudson Valley Real Estate for 3 decades. We're proud of the sales record we've achieved by consistently offering the best real estate services in the region. We're thrilled that the communities we work in have recognized our work by voting us "Best of The Hudson Valley" and "Best of Greene County". We're honored that as a small brokerage, with 132 agents, we've been celebrated alongside some of the largest brokerages in the country.

#1 IN THE HUDSON VALLEY CATSKILL REGION MLS 2011 - 2021*

#1 IN GREENE COUNTY SALES 2011 - 2022**



T3 SIXTY RANKS THE TOP 1,000 US BROKERAGES WHO TOGETHER ACCOUNT FOR 1/2 OF THE TOTAL U.S. REAL ESTATE SALES VOLUME



TOP 9% OF COLDWELL BANKER COMPANIES

**RANKED IN THE RISMedia 2021
POWER BROKER REPORT**

RIS MEDIA, THE DEFINITIVE SOURCE FOR REAL ESTATE NEWS & INFORMATION, RANKED CBVGR IN THE TOP 1,000 US BROKERAGES OF 100,000+



COLDWELL BANKER

**VILLAGE GREEN
REALTY**

*Per Hudson Valley Catskill Region MLS Sales Statistics. 2011-2019 CBVGR #1 in Volume, 2020, 2021 #1 in Units.

**Per Columbia Greene Northern Dutchess MLS Statistics.

DISCOVER THE COLDWELL BANKER DIFFERENCE

Coldwell Banker has been guiding people home for 116 years. Coldwell Banker Village Green is an affiliate of Coldwell Banker with 8 locations in the Hudson Valley and Catskill Region, a reputation for excellent service, and an unbeatable sales record. Our real estate agents are nationally-recognized, globally-connected experts who also call the Hudson Valley home.

20.7% Higher Sales Price - In 2021, Coldwell Banker sold homes at a 20.7% higher average sales price than the national average. Why? A recent consumer study showed that buyers perceive CB properties to be of a higher quality than those of other brands.

\$335 Billion in Sales - Coldwell Banker sold \$335 billion in U.S. real estate in 2021. Sotheby's, another well-known brand, sold \$204 billion over the same period.

NYC Buyers - Our pool of New York City buyers comes from a network built over decades and robust digital advertising. A partnership with CB Reliable brings in a steady stream of buyers from Brooklyn and Manhattan. We market our listings directly to a list of over 86,000 prospective buyers who subscribe to our newsletter and over 10,000 top agents from NYC, NJ and LI. We advertise on Facebook, Instagram and across the web. In 2022, 51% of the visitors to VillageGreenRealty.com came from the NYC metro area and our region - the remainder were from points around the globe.

A Household Name - Coldwell Banker has been recognized for the "Most Effective Real Estate Advertising" for 10 years running. Our 92% brand recognition, the highest in the industry, means that when buyers think real estate, they think Coldwell Banker.

Virtual Showings 24/7 - We're the first and only company in the Hudson Valley to offer 3D models to everyone who lists with us. With a Coldwell Banker Village Green Realty listing, buyers will be able to walk through your home from the comfort of theirs, anytime.

We're Online, All The Time - Coldwell Banker is the #1 most visited real estate brand online. Our social media content was viewed 284 million times in 2021. When a home-buyer makes an inquiry on one of our listings, from any of our 3 websites, CB's social channels, and CBVGR's social channels, we're alerted immediately. We respond with the same urgency you would.

We Don't Wait For A Call - Special tools on our 3 websites allow us to see where online buyers are searching and what they've looked at. We can pinpoint the buyers who are most likely to be interested in your home; if they haven't already noticed it, we put it in front of them.

When A Call Comes, We Pick Up - Real estate is a serious business and we treat it as one. From a 24/7 appointment center that schedules showings, to offices staffed with administrative and managerial support; we invest in the people we need to provide the ultimate service to our clients.



SELLING YOUR PROPERTY, VIRTUALLY

The home search process has moved online. In 2022 95% of buyers used the internet as a search tool for homes and 51% of buyers' first contact with the home they would eventually purchase was online. By contrast only 13% of buyers used newspapers and magazines as part of their search, and less than 1% of buyers' initial contact with the home they bought was in print. At Coldwell Banker Village Green Realty we concentrate our considerable marketing efforts where buyers are looking - on the internet.



SERVICE EXCELLENCE IN A “VIRTUAL” WORLD

As a Coldwell Banker-affiliated agent, I have the technology and resources necessary to serve all your real estate needs, even in today's challenging market and circumstances.

Online Marketing – I will market your property to buyers across the country and even internationally with a comprehensive online marketing strategy. Coldwell Banker is the #1 most-visited real estate brand online*, and your property will be displayed on highly trafficked real estate websites including coldwellbanker.com.

Mortgage Services – I can connect you with a mortgage professional, so you can get pre-approved and take advantage of today's low interest rates.

Your Home's Value – I will provide you with a detailed report showing your home's value as well as comparable homes that have sold nearby.

Market Updates – If you want to learn more about how real estate is doing in your area, I will send you a report to keep you fully informed.

Rapid Response – When a buyer sees your listing online and requests a showing or additional information, I will receive an alert so I can respond immediately.

Property Showings – I can show your property virtually using video and apps to keep both you and buyers safe, while still showcasing your home's unique features.

Transaction Process – I will guide you through the entire real estate process, be available to answer any questions and coordinate details to ensure a smooth closing.

comScore 2022 Media Trends



3D VIRTUAL SHOWING TECHNOLOGY

Matterport is the standard for 3D space capture and collaboration. We believe in providing the most cutting-edge technology for our sellers. Matterport technology allows buyers to tour a home no matter where they are in the world. 3D tours have prompted buyers to purchase a home without ever setting a foot inside.



Matterport



Explore 3D Space



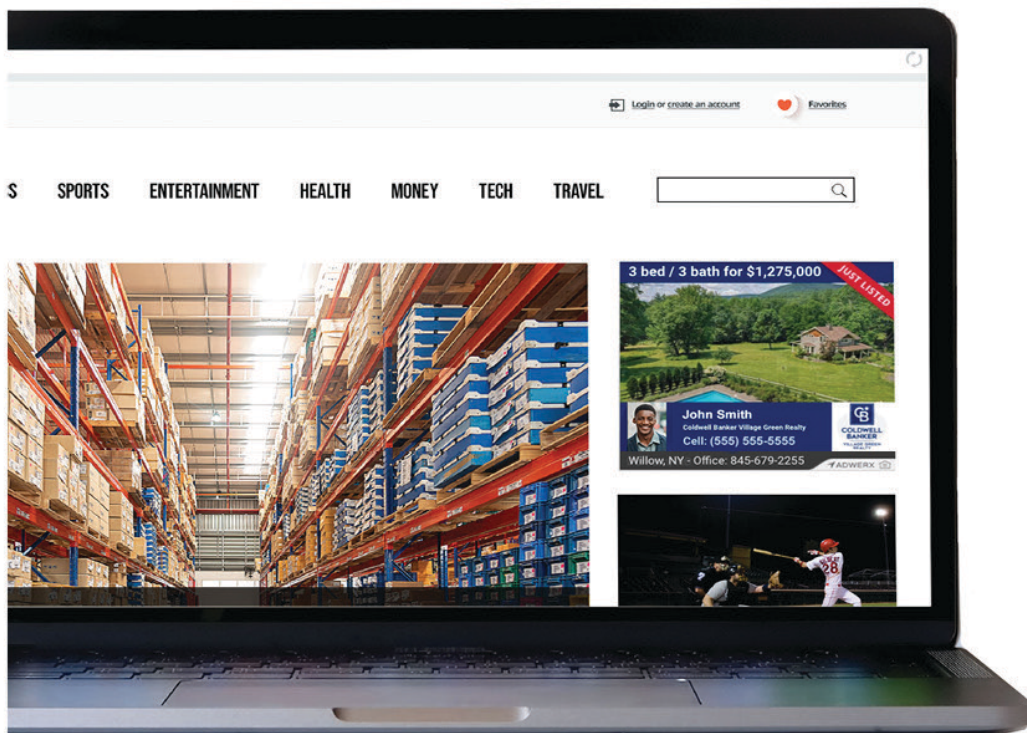
Matterport™

DIGITAL ADVERTISING

95% OF HOMEBUYERS SHOP ONLINE*

Your property needs powerful digital marketing

Our marketing software uses anonymous online data to identify and target potential homebuyers. Ads featuring your property will be displayed to the right audience thousands of times on premium websites covering 96% of the web, as well as Facebook and Instagram.



Your ad will be displayed on websites such as:

- The New York Times
- ESPN
- Youtube
- Washington Post
- CNN
- Forbes
- Realtor.com
- Yahoo!
- USA Today
- and more...

POTENTIAL HOMEBUYERS ARE IDENTIFIED BY:



Behavior: people who have searched for homes, used mortgage calculators, searched for moving companies, and more.



Location: people who are within a 15 mile radius of your property.

LEARN MORE:  ADWERX

**According to NAR research and statistics 2022.*

DIGITAL ADVERTISING

You'll also receive daily marketing reports to see how your ad is performing, and have the opportunity to share back to your own social media channels.

NOVEMBER 9

Your ad performance summary

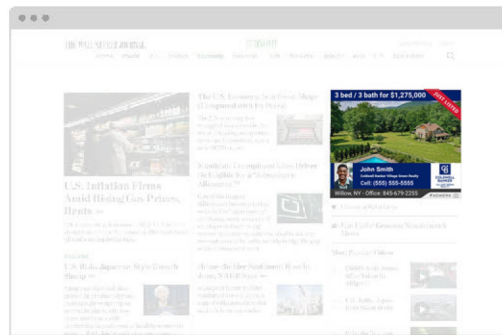
A digital ad campaign was created by Jane Harris to promote your home to interested buyers wherever they go online.



Yesterday, your ad was featured on sites like:

YAHOO!

and hundreds of other sites!



Your ad views:

YESTERDAY

1,097 views

ALL TIME

10,097 views

Your ad has been featured on sites like these:

abc NEWS

YAHOO!

ESPN

YouTube

facebook

NBC NEWS

USATODAY

THE HUFFINGTON POST

CNN

Your ad is getting **8x** more clicks than the industry average!

[View all campaign results](#)

Homes sell faster when you spread the news.

[Share](#)

[Share](#)



PROVEN
SUCCESS

LOCALLY GROWN, NATIONALLY KNOWN, GLOBALLY CONNECTED

Coldwell Banker has been guiding people home for 116 years and we've been doing it here in the Catskills & Hudson Valley for 3 decades. Through non-stop innovation and forward thinking, we've grown to become one of the most well-known and trusted names in real estate around the globe. Today there are more than 100,000 agents working out of offices in 41 countries and territories. Wherever your home's buyer might be, we're there too.

Coldwell Banker Village Green Realty (2022)

Agents	132
Offices	8
Upstate Counties	8
Sales Volume	\$350 Million
Closed Units	793

Coldwell Banker Worldwide (2021)

Agents	100,000
Offices	2,900
Sales Volume (U.S.)	\$335 Billion
Closed Units (U.S.)	753,355



Andorra
 Argentina
 Aruba
 Bahamas
 Bermuda
 Cambodia
 Canada
 Cayman Islands
 Chile
 Costa Rica
 Curaçao

Cyprus
 Dominica
 Dominican Republic
 Egypt
 England
 France
 Grenada
 India
 Indonesia
 Ireland
 Italy

Jamaica
 Luxembourg
 Malta
 Mexico
 Monaco
 Netherlands
 Portugal
 Singapore
 Sint Maarten
 Spain
 St. Kitts/Nevis

St. Martin
 Thailand
 Turkey
 Turks & Caicos
 United Arab Emirates
 United States
 Uruguay
 Virgin Islands (British)
 Virgin Islands (U.S.)

DEEPLY ROOTED LOCAL LEADERSHIP

Over a Century of Excellence

Coldwell Banker 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.



Candida Ellis, Broker/Owner



Guy Barretta, C.O.O.



Joan Lonergan, Broker/Owner

Village Green Realty was founded in 1991 by Joan Lonergan, a native of Ulster County. As a young real estate agent Joan saw other agents turning away business because they were waiting on a “big fish”. She glimpsed an opening in the market for someone who was willing to work with everyone; whether they were looking for a luxury property or a small parcel of land. Joan struck out on her own, opening an office on the green in Woodstock and becoming one of the few female real estate brokers in the area at the time. What Joan began has grown to 8 offices, 132 agents, and 20 support staff who serve 8 counties. Joan wasn’t just willing to work with everyone, she also believed all her clients deserved the same level of service. Village Green’s agents, management and staff are still lead by the 4 guiding principles Joan assigned herself when she first opened her doors to anyone who needed great representation:

- 1. Always Tell The Truth**
- 2. Deliver On Your Promises**
- 3. Don’t Pretend To Know Something You Don’t; Find Out**
- 4. It’s Not About Us - It’s About Our Clients**

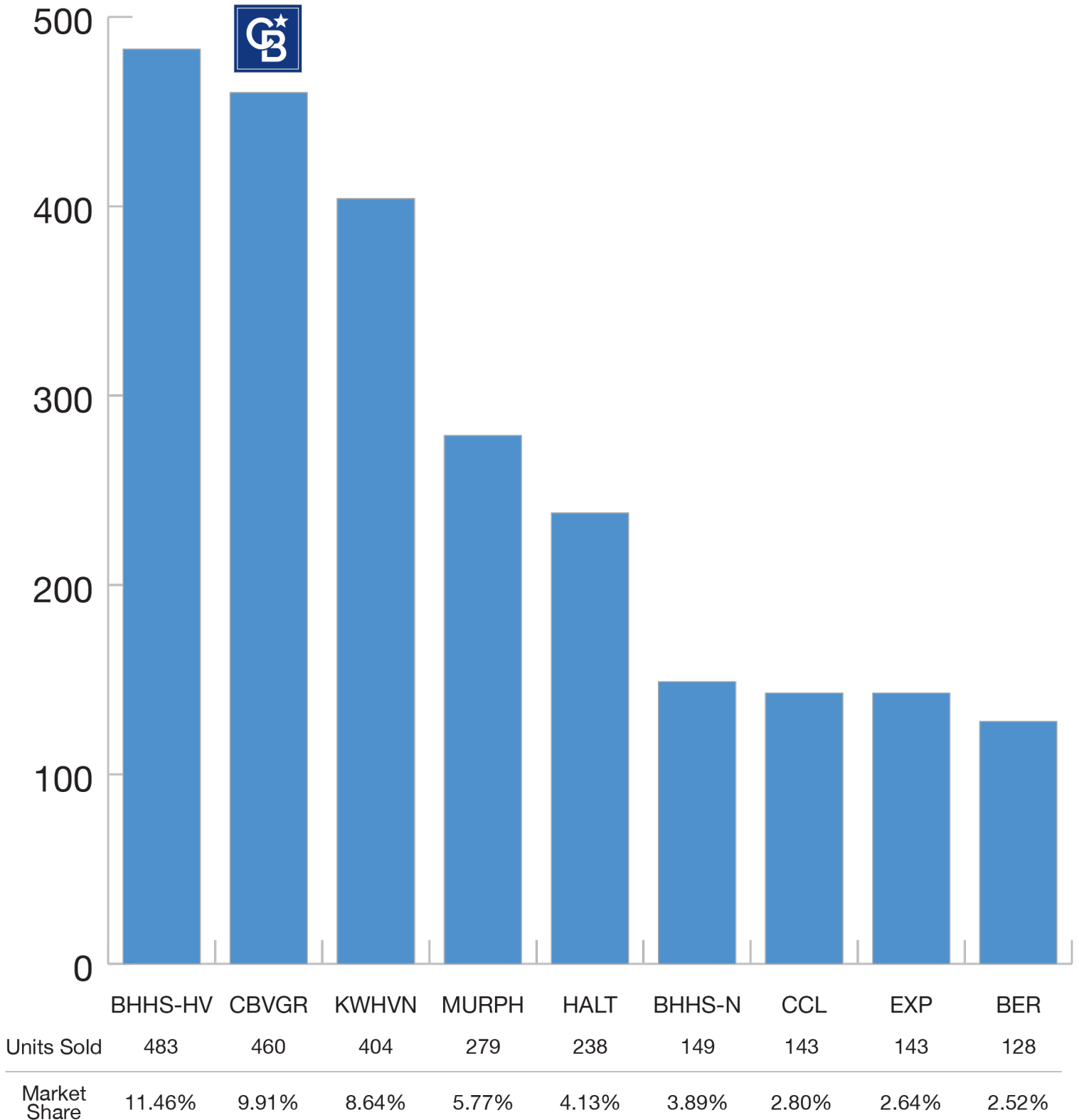
In 2001 Joan became a Coldwell Banker affiliate as a way to serve Village Green’s listing clients. In a world where innovation and global reach were becoming an important part of the real estate landscape, aligning with a trusted brand that shared her values and provided a powerful marketing platform to deliver Village Green’s listings to a global audience was an imperative next step.

In the early 2000’s, as Village Green began to expand geographically, Joan began to search for a partner who would continue her legacy of female leadership and grow the company’s services and sales without losing sight of the original vision. The Coldwell Banker Village Green family is now headed by Candida Ellis who has guided its growth over the past decade, creating a culture that allows our agents to shine by providing them every opportunity to grow and learn, every marketing advantage, and the best support structure in the business. She’s joined by Chief Operations Officer Guy Barretta, formerly of Coldwell Banker Corporate; together they provide a focused local leadership that has moved Coldwell Banker Village Green Realty into Coldwell Banker’s Chairman’s Circle - amidst the top 11% of Coldwell Banker affiliates.



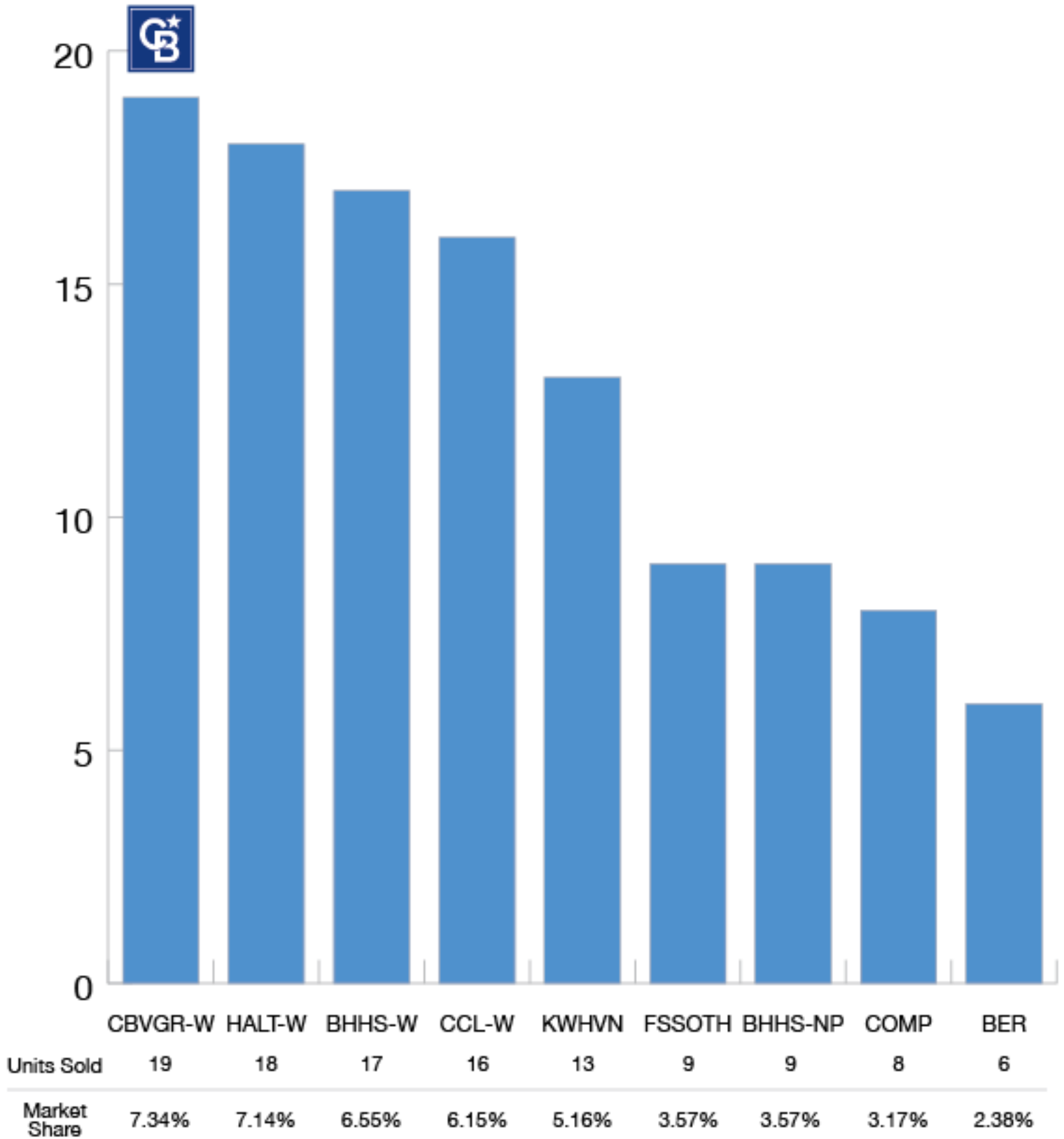
2022 HVCR MLS FIRM RANKING

ALL PROPERTY TYPES - UNITS SOLD





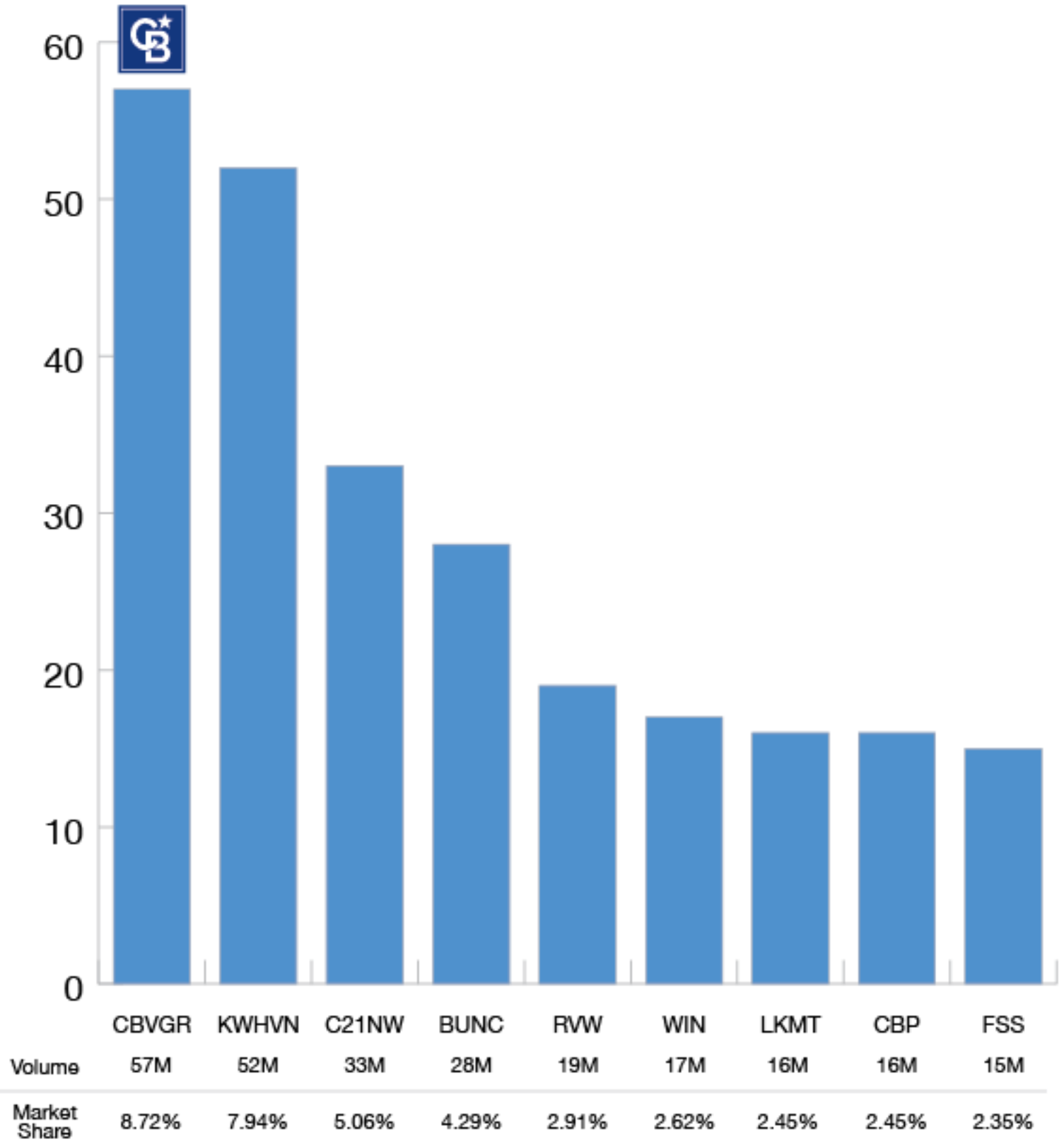
2022 HVCR MLS OFFICE RANKING - LUXURY RESIDENTIAL (\$1,000,000+)





2022 GREENE COUNTY FIRM RANKING

VOLUME IN MILLIONS (PER CGND MLS)



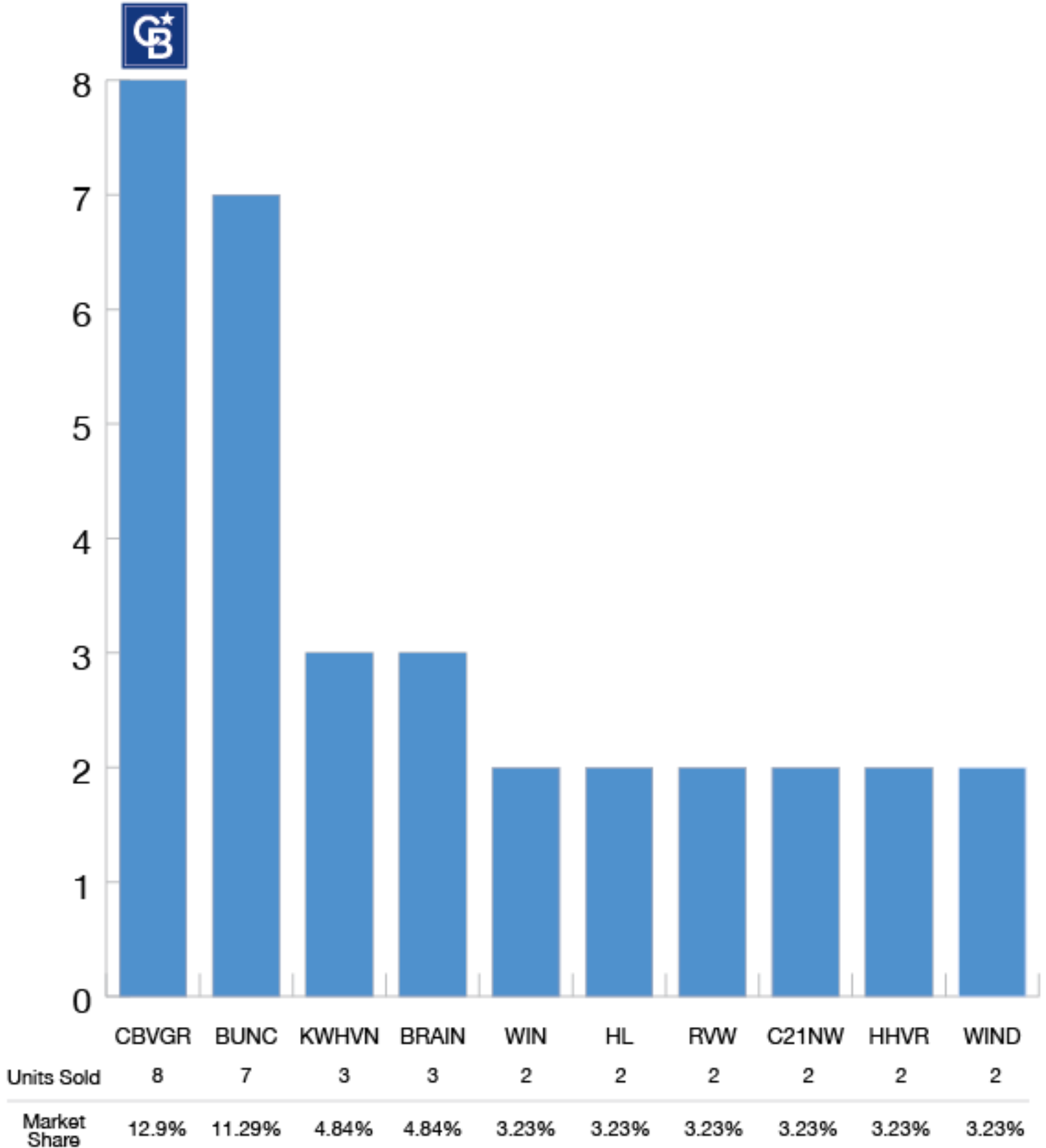


COLDWELL BANKER

**VILLAGE GREEN
REALTY**

2022 GREENE COUNTY LUXURY

RESIDENTIAL \$1,000,000+ (PER CGND MLS)



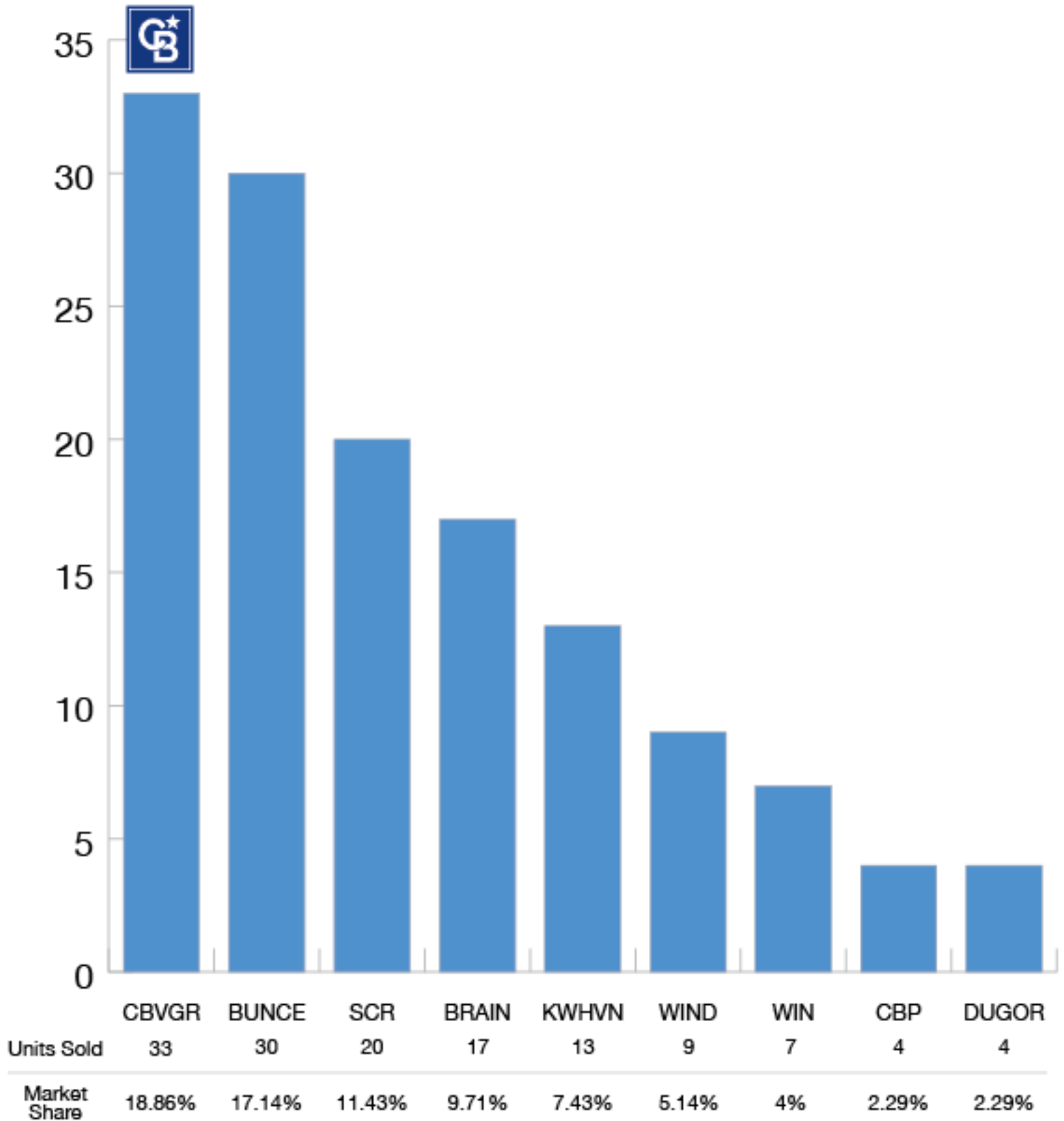


COLDWELL BANKER

**VILLAGE GREEN
REALTY**

2022 CGND FIRM RANKING

ALL PROPERTY TYPES - WINDHAM (TAXABLE) - UNITS SOLD



GIVING BACK

Coldwell Banker affiliated agents know the value of home. Home is the place we long for at the end of the day, the place that holds all we love and everything we cherish. St. Jude Children's Research Hospital® treats more than 8,500 kids a year from across the United States and around the globe, providing many patient families a home-away-from-home when they need it most.

CB Supports St. Jude program benefiting St. Jude Children's Research Hospital, allows Coldwell Banker agents to make an automatic donation for every home sale or purchase they complete.

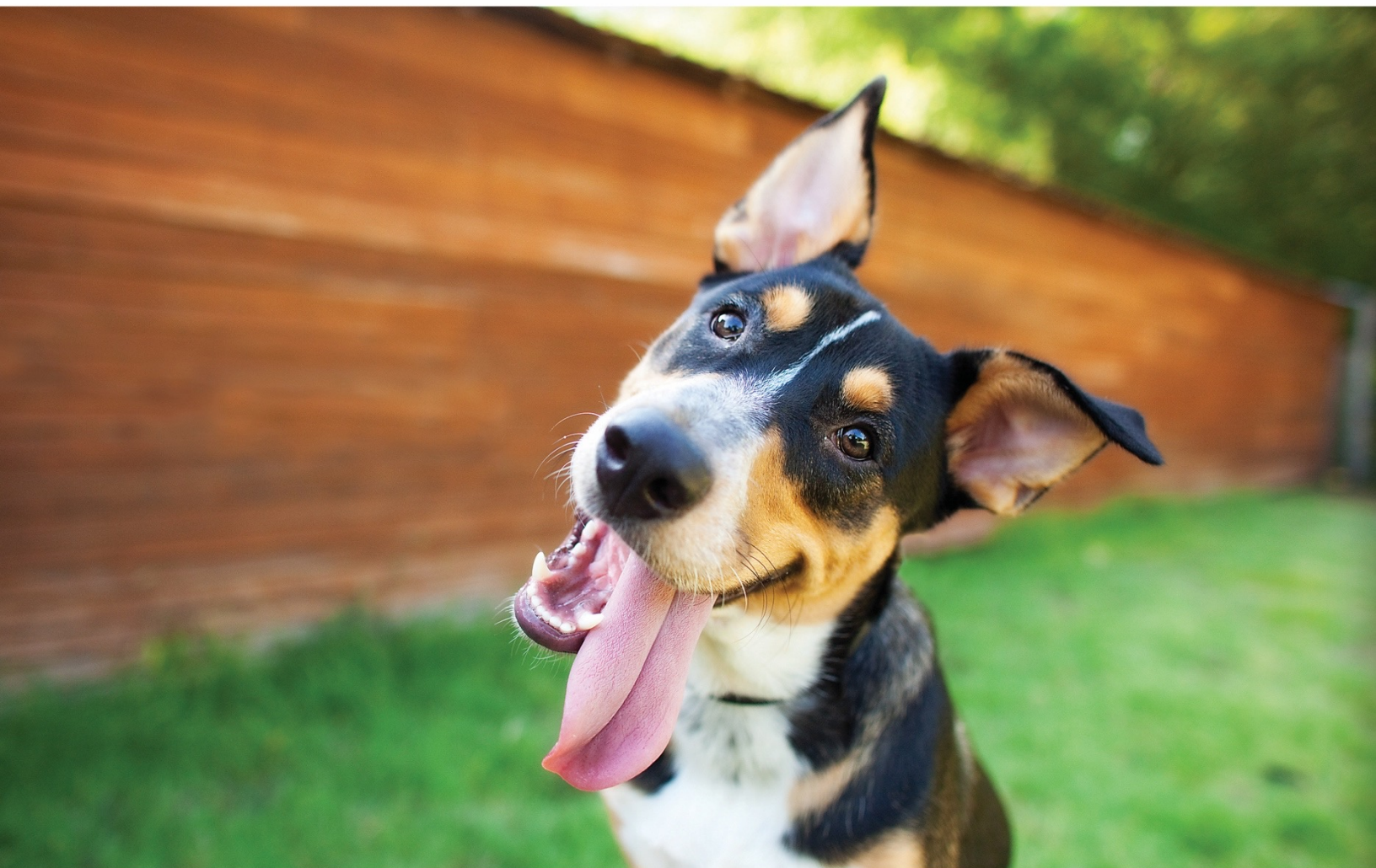
Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. More than 75% of St. Jude budgeting costs come from generous donors. Continued support through campaigns like this will continue the St. Jude mission: Finding cures. Saving children.® Donations that are part of the CB Supports St. Jude program mean St. Jude patients can receive treatment in comfort, form lifelong friendships and just be kids. What makes St. Jude possible are the generous donors all over the world, supporters like the Coldwell Banker brand.



St. Jude patient
Miguel and
his mom

GIVING BACK

Because we believe everyone deserves a home of their own, Coldwell Banker® founded the Homes for Dogs Project in partnership with Adopt-a-Pet.com. The project uses social media and local adoption events to generate awareness and bring pets and people together. Since the initiative began in 2015, we've helped tens of thousands of adoptable pets find loving homes. To learn more, visit coldwellbanker.com/dogs.





ONLINE IMPACT

WHERE THE BUYERS ARE

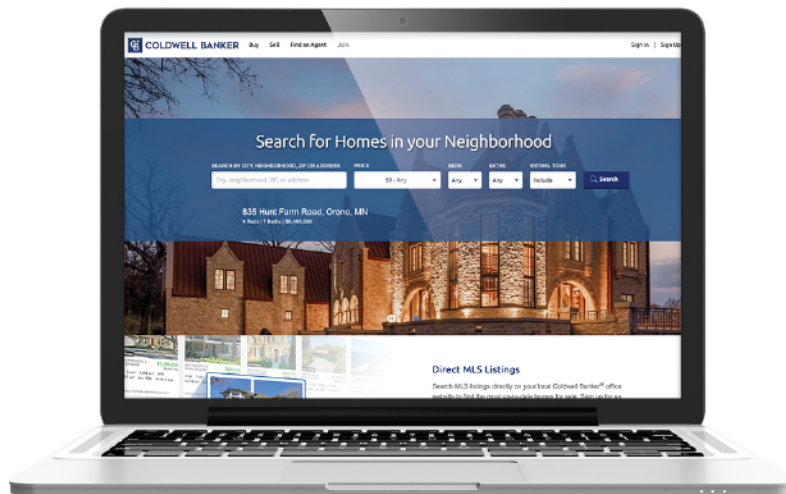
While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online with the help of a real estate professional*.

Information Sources Used In Home Searches

Online	95%
Real Estate Agent	87%
Mobile Sites and Apps	74%
Open House	41%
Online Video Site	40%
Yard Signs	35%
Home Builder	19%
Print Newspaper Advertisement	7%
Magazine	6%
Billboard	4%

Where Homebuyers Found the Home They Purchased

Internet	51%
Real Estate Agent	28%
Yard Sign	4%
Friend, Neighbor or Relative	6%
Home Builder	6%
Directly from Sellers	3%



ONLINE ENGAGEMENT

We are the most visited real estate brand online. Our online content was viewed more than 284 million times in 2021¹, had over 17.6 million engagements, and generated over 257,000 sales leads. Our three, highly-trafficked websites (VillageGreenRealty.com, ColdwellBanker.com, and ColdwellBankerLuxury.com) are designed to capture the attention of diverse audiences. Our platforms' international audience includes 2.5 million visitors who come from 231 countries and territories outside the United States².



facebook.com/coldwellbanker



facebook.com/coldwellbankervillagegreen



instagram.com/coldwellbanker



instagram.com/cbvillagegreen



youtube.com/coldwellbanker



youtube.com/CBVGR



twitter.com/coldwellbanker



pinterest.com/coldwellbanker



linkedin.com/company/coldwell-banker



linkedin.com/company/coldwell-banker-village-green-realty

1. Reflects the total number of views across all channels. 2. Google Analytics 2021. 3. Lifetime video views is the total number of times the video was viewed for more than 30 seconds. Source: YouTube through December 2021. 4. Lifetime video views is the total number of times the video was viewed for more than 3 seconds. Source: 5. Facebook January 2023. 6. Instagram January 2023. 7. Facebook January 2023. 8. Instagram Jan 2023.

Coldwell Banker YouTube™³

YouTube's #1 Residential Real Estate Channel

21K+

HOURS VIEWED OF
COLDWELL BANKER VIDEOS

1:28

AVERAGE VIDEO VIEW
DURATION

34K+

SUBSCRIBERS

100M+

LIFETIME VIDEO
VIEWS

Coldwell Banker Facebook

17M+

LIFETIME VIDEO VIEWS

264K+

FOLLOWERS

Coldwell Banker Instagram⁵

145K+

FOLLOWERS

Village Green Facebook⁶

84.8K+

MONTHLY
REACH

Village Green Instagram⁷

44K+

MONTHLY REACH

HUDSON VALLEY FRANCHISES

Selling your home through a local company with a national brand franchise offers the best of both worlds - you'll have the advantage of working with a local agent who has boots-on-the-ground knowledge of your market and the advantage of having your home promoted on the brand's national platforms. However, the marketing platforms of local franchises and national brands are not interchangeable. Coldwell Banker sets the pace as the #1 most visited real estate brand online with 284 Million views in 2021*. And while our closest competitors have local websites, VillageGreenRealty.com has 57 times more visitors per year than our top competitor, that's 339,000 more chances for a buyer to see your home on our site.** Here's a comparison of the marketing platforms of brands that are like in size and scope to Coldwell Banker (with more than 100 offices nationwide,) and also have a presence in the Hudson Valley Region.



38M¹

ColdwellBanker.com Visits/Year

345K²

VillageGreenRealty.com Visits/Year

264K

Coldwell Banker Facebook Followers

145K

Coldwell Banker Instagram Followers



32M³

BHHS.com Visits/Year

>6K

BHHudsonValley.com Visits/Year

105K

BHHS Facebook Followers

19K

BHHS Instagram Followers



26M

Century21.com Visits/Year

>4K

C21AllianceGroup.com Visits/Year

>1K

C21NewWest.com Visits/Year

485K

Century 21 Facebook Followers

64K

Century 21 Instagram Followers



7M

KW.com Visits/Year

3K

KWHVR.yourworkoffice.com Visits/Year

266K

Keller Williams Facebook Followers

141K

Keller Williams Instagram Followers

*Source: 2021 Sprout Social and Media Agency Reporting. **CBVGR Data 2022 Google Analytics, Competitor data 2022 SEMRush Reporting. 1. Google Analytics 2022. 2. Google Analytics 2022. 3. All competitor site data SEMRush 2022. All Facebook and Instagram numbers as of January 16, 2022.

VILLAGREENREALTY.COM THE ONLINE DESTINATION FOR UPSTATE REAL ESTATE

345K



112K



82K



5K

WIN

3K

KWHVN

2K

LKMT

1.5K

BUNCE

1.5K

RVW

1K

C21NW

Yearly Visits.

VillageGreenRealty.com was the most visited local site amongst 2022's top 9 brokerages in Greene County.*

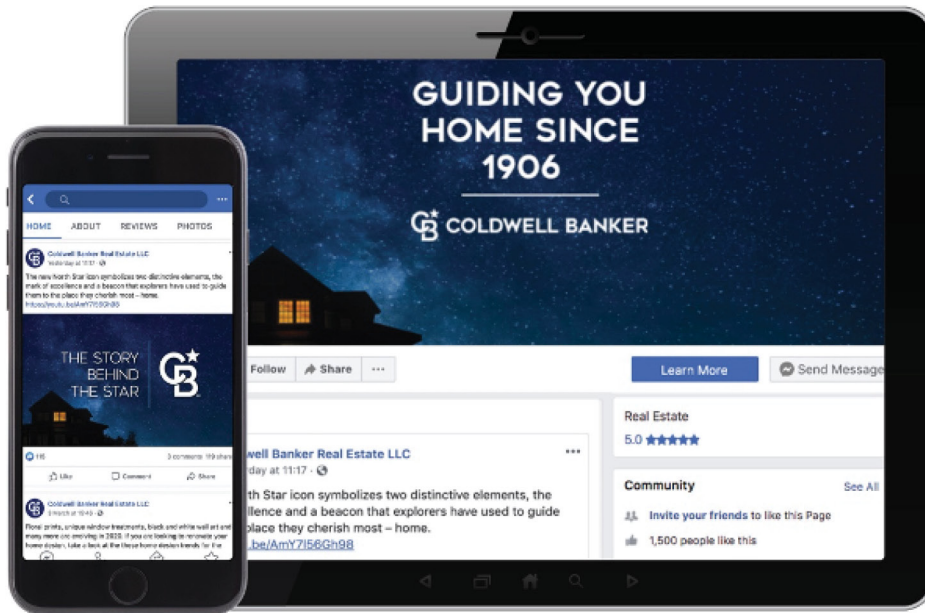
*Brokerages based on 2022 residential sales volume in Greene County per the Columbia Greene Northern Dutchess MLS. VillageGreenRealty.com stats per google analytics 2022. Competing broker stats per SEMRush 2022.

ON THE WEB



SOCIAL MEDIA INFLUENCER

Coldwell Banker has an impressive social media presence designed to engage, entertain and connect with today's home buyers.



 facebook.com/

 twitter.com/

 youtube.com/

 instagram.com/

 linkedin.com/

 coldwellbanker.com/blog

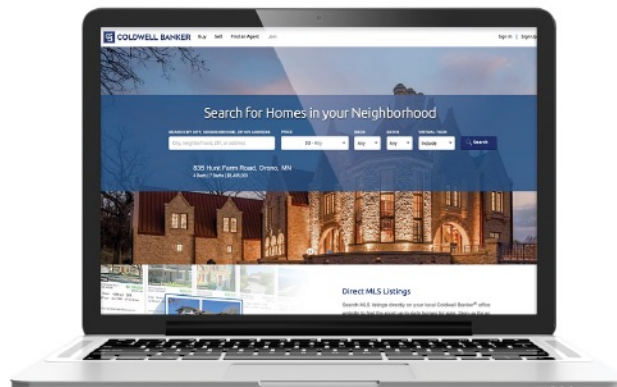


STRATEGIC MARKETING

MARKETING YOUR HOME

We offer one of the most powerful and comprehensive marketing programs to ensure your home is seen by the right buyers. In addition to our industry-leading online strategy, we use a proven combination of traditional and cutting edge methods to market your home, including:

- National Brand Advertising
- Targeted Online Advertising
- Social Media
- Direct Print and Email Marketing
- Just Listed Flyers and Postcards
- Media Relations/Public Relations
- Coldwell Banker Global Luxury Program
- Yard Signs
- MLS (multiple listing service)
- Open Houses / Broker Opens



INTERNET MARKETING ADVANTAGE

Your home will be shown on high-traffic websites, including some of the most-visited real estate websites in the world, putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your home with a detailed description, a 3D virtual tour, and multiple professional photos on the websites where home-buyers shop.



Coldwell Banker Village Green automatically syndicates listings to hundreds of web partners.

Placement on websites may be subject to price range, property type, acreage and location.

COLDWELLBANKER.COM

COLDWELLBANKERLUXURY.COM

VILLAGEGREENREALTY.COM

realtor.com®

Zillow®

trulia

Nextdoor

HomeFinder.com

LandWatch

Land And Farm

Lands of America™

THE WALL STREET JOURNAL.

**UNIQUE
HOMES**

MANSION GLOBAL

Homes.com®

JAMES EDITION

BARRON'S

Robb Report

ListHubGlobal

PENTA

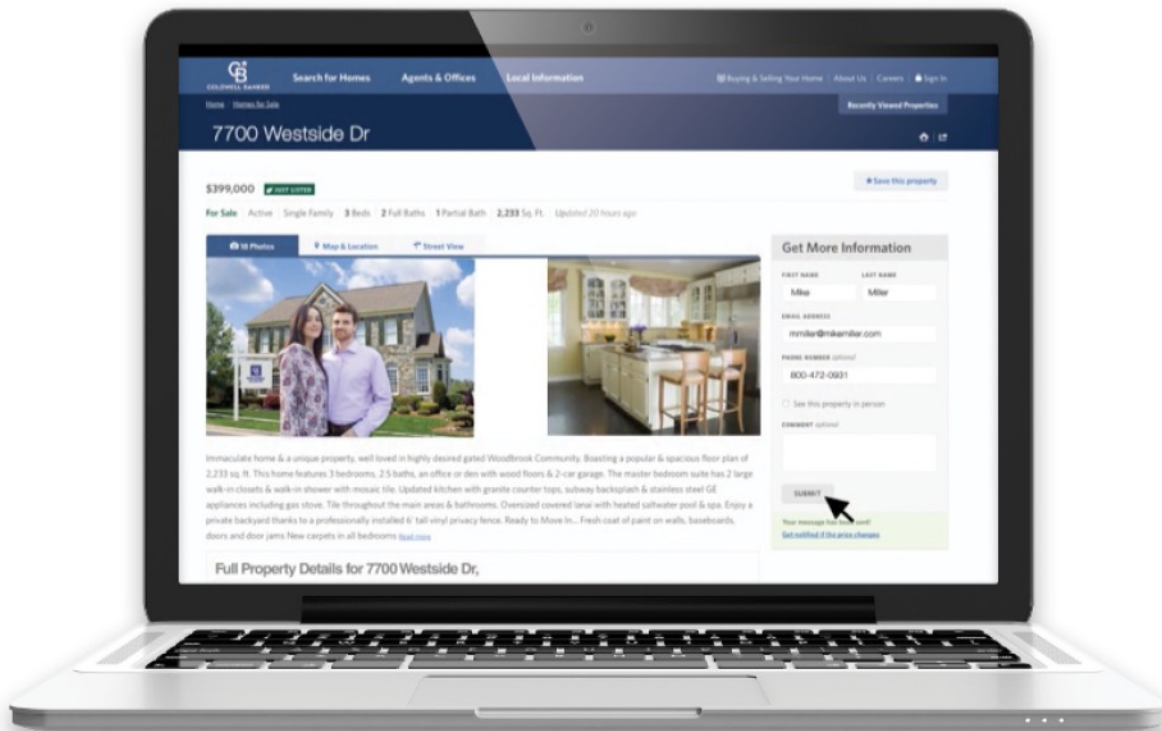
RAPID RESPONSE

Consistently ranked as the #1 most-visited real estate brand online, ColdwellBanker.com had more than 38M visits online in 2021. VillageGreenRealty.com receives 57 times more traffic than the local site of our Coldwell Banker Village Green Realty's nearest competitor.

Just as important as such impressive exposure is ensuring that all enquiries from interested buyers are received and responded to quickly. A listing feature on both ColdwellBanker.com and VillageGreenRealty.com offers the advantage of rapid response:

- A homebuyer sees your listing on one of our websites
- They request information or a showing through the website
- I receive an alert that a potential buyer is interested and respond immediately.

No potential buyer for your home will be missed.





POWERFUL MARKETING PLAN

We offer one of the most powerful and comprehensive marketing programs for attracting buyers and getting homes sold. In addition to our industry-leading online strategy, we use a proven combination of traditional and digital methods to showcase your home.

- National Brand Advertising
- Online Advertising
- Social Media
- Direct Print and e-mail Marketing
- Media Relations/Public Relations
- Coldwell Banker Global Luxury® Program
- Yard Signs
- Several MLS Platforms (Multiple Listing Service)
- Professional Photography
- Matterport 3D Virtual Tours
- Floor Plans
- Neighbor “Grand Opening” Open House
- Broker Open House
- Public Open House
- Proactive Buyer Searches
- Direct Marketing to Buyer Agents
- Full Accountability
- Weekly Contact/Updates
- 100% Committed to Your Success!



FULL SERVICE

STEP BY STEP

Selling a home is a complicated process; I'll be your guide.



Step 1 - Pricing

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



Step 2 - Preparing

- Complete listing documents and disclosures
- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Prepare your home for photos and 3D tour
- Consider a home protection plan



Step 3 - Marketing

- Schedule Photo and 3D tour appointment
- Install distinctive Coldwell Banker yard sign
- Promote your home on the MLS
- Syndicate your home's listing to real estate 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



Step 4 - Closing

- Evaluate offers and negotiate best price and terms
- Facilitate inspections
- Recommend local professionals for cleaning, moving, and other services
- Refer you to an agent who can help you find a new home if you're moving out of the area
- Coordinate closing date, time, location, and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents



YOUR HOME'S VALUE



STAGING TO SELL

A home that looks its best is more likely to sell faster and for a better price. Here are a few tips from the experts for preparing your home for market and staging it for showings.

Outside

- Repaint or touch up trim
- Make needed repairs
- Wash windows and screens
- Trim trees, hedges, shrubs
- Weed and feed lawn and maintain mowing

Entrance

- Check doorbell and replace lightbulbs
- Put out new welcome mat
- Clean, repair or repaint front door
- Sweep walkway

General

- Replace burned-out lightbulbs
- Clear out closets
- Eliminate clutter
- Neutralize and depersonalize



Rooms

- Touch-up or repaint walls, trim and ceilings
- Clean or replace carpeting
- Clean curtains, shutters and blinds
- Clean fireplace, mantle and surrounding areas
- Update décor – throw pillows, bedspreads, towels

Kitchen & Bath

- Clean appliances inside and out
- Clear out and clean cabinets, drawers and pantry
- Clean, repair or replace faucets and fixtures
- Declutter counters
- RegROUT sinks, tubs and showers

Before Each Showing

- Pick up toys and clutter
- Clear off counters and tabletops
- Turn on lights
- Make beds
- Make sure home smells inviting
- Set thermostat to comfortable temperature

POSITION YOUR HOME TO SELL

In real estate, knowledge is power – and as a Coldwell Banker® agent, I am a local-market expert. By sharing current market data, trends and a comparative market analysis (CMA), I will help you make an informed decision about your home's market value and ideal asking price.

Factors that Impact Your Home's Value:

- Market Conditions – the current supply (or inventory) of homes for sale, buyer demand, interest rates and availability of financing, prices of recently sold properties, economic factors and seasonal demand
- Your Home's Condition – location, age, size of the home and lot, floor plan and architectural style
- The Competition – the number of similar properties for sale and their prices, condition, location and financing terms

Factors that Do Not Impact Your Home's Value:

- Original Price – what you paid for your house
- Needed Proceeds – the net cash proceeds you want or need
- Opinions – what friends and neighbors say your home is worth



PREPARING FOR YOUR PHOTO AND 3D TOUR APPOINTMENT

High-quality, professional photos and virtual tours have become increasingly important to buyers. In 2022 buyers looked at a median of eight homes; three of those homes they viewed online only.* Buyers are making purchasing decisions sight-unseen, based solely on virtual tours. We believe in providing the most cutting-edge technology for our sellers and Matterport sets the standard in 3D space capture and collaboration. Our in-house photographer will visit your home with our Matterport camera - the resulting 3D scan will allow buyers to tour every inch of your home no matter where they are in the world.

Properly preparing your home for the photos and 3D scan can make a real difference in the first impression it makes.



Buyers scrutinize listing photos. Paying attention to details before the photographer arrives pays off!

- Declutter each room
- Houseplants are wonderful in-person, but distracting in photographs - remove all but one or two
- Make sure all lights are plugged in and working
- Hide electrical cords whenever possible
- Tidy up outside - hide utilitarian items like garbage cans and move cars.

Matterport cameras take a circular scan of each room from floor to ceiling; these scans are stitched together to create a complete 3D model of your home that's incredibly detailed.

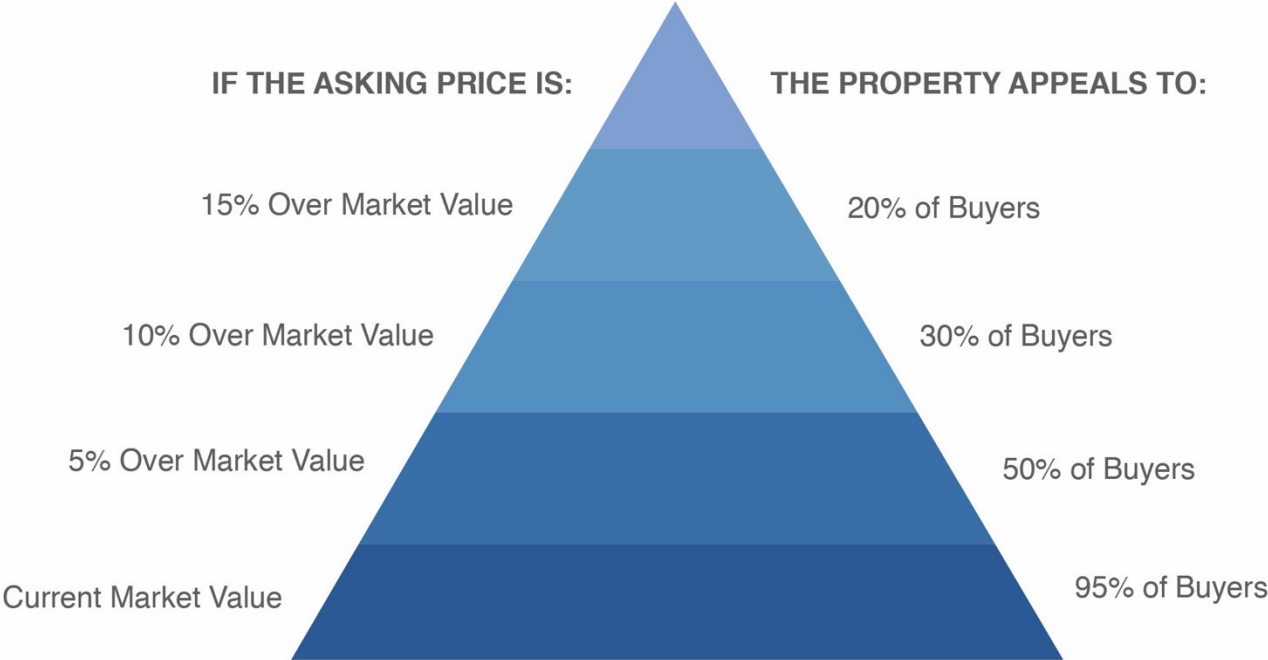
- Turn off everything that moves (fans, etc)
- Crate pets
- Remove items from floors
- Put away items you don't want included in the scan for privacy reasons
- Be prepared to wait outside the house during the scan - any movement causes blur

**According to NAR research and statistics 2022.*



PRICING RIGHT

While we'll work together to set your home's asking price, the buyer will set the sales price. If you price your home too high, you'll miss out on potential buyers. Pricing your property at fair market value, from the start, will generate the most activity from real estate agents and home buyers. The price must attract enough attention to result in showings and offers.



FIRST IMPRESSIONS

The largest number of potential buyers will view a newly listed home within the first 14 days on the market, and the number will decrease as the days on the market increases. This pool of buyers includes home buyers just entering the market and, more importantly, buyers working with Realtors® who have already seen the existing inventory and have not found a home, making them eager to make an offer.

To take advantage of this increased level of traffic and buyer interest, your property should be priced to sell at fair market value, from the very start.



COMPARATIVE MARKET ANALYSIS

A comparative market analysis, or CMA, is a report that pulls data from the multiple listing service (MLS) based on buyer and seller activity in your area. Information in your CMA 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

I will use this information to develop a pricing and positioning strategy that creates a perception of value, makes your property competitive and generates excitement among buyers.



GETTING STARTED

Your home and your home sale needs are one of a kind. Using the unmatched resources of Coldwell Banker®, I will develop a custom plan 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!



COLDWELL BANKER | **VILLAGE GREEN REALTY**