

# COLDWELL BANKER®



 COLDWELL BANKER | REALTY



## 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. Backed by one of the most powerful and recognized brands in the industry, we can help you:

- Price your home competitively
- Prep your home for maximum appeal to buyers
- 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

This guide will walk you through each of these steps, and we are happy to discuss the process with you in more detail and answer any questions you have.

## 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

## MAXIMIZE YOUR HOME'S IMPACT

When selling your home, small changes can make a real difference. Coldwell Banker Realty can help you make improvements and repairs to prepare your home for sale using the RealVitalize® program.

We source, schedule and cover the up-front costs of the updates, and get paid back when the home sells\*. No fees, interest charges or markups. Popular services offered include painting, staging, landscaping, room renovations and more.

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

# 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. Here are just some of the ways:

## Photography

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

## Online Exposure

Your home and its critical selling points will be featured on coldwellbankerhomes.com and dozens of other high-traffic sites, putting it in front of potential buyers everywhere.

## Open House and Private Showings

One of the most powerful ways to debut your home is by hosting an open house, where buyers can tour your home and connect with the space and the neighborhood. With your permission, serious buyers and their agents can also schedule a private showing so they can explore your home without the distraction of other buyers.

## Email Marketing

Property announcements will reach our exclusive email list and are an easy yet effective way to connect with buyers, agents and their networks.

## Social Media

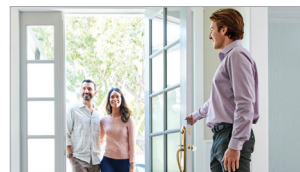
Today's buyers are active on social media, which is why your property will be heavily promoted on social to generate buzz and attract the attention of potential buyers.

## Direct Mail

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.



AGENT PROMOTION



OPEN HOUSE



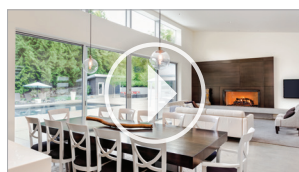
PROPERTY  
MARKETING MATERIAL



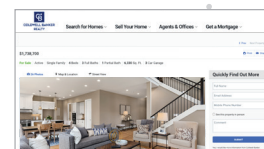
YARD SIGN



EMAIL MARKETING



VIDEO



ONLINE AND  
SOCIAL MEDIA

## 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.

### WE LEAD 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

<b>Agents (Worldwide)</b>	100,000 <sup>1</sup>
<b>Presence</b>	40 Countries and Territories <sup>1</sup>
<b>Sales Volume (U.S.)</b>	\$234 Billion <sup>2</sup>
<b>Transaction Sides (U.S.)</b>	481,548 <sup>2</sup>



## **GUIDANCE 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** – Acting as the liaison between you and the agent representing the buyer, including negotiating the terms of the contract on your behalf and answering questions

**Attorney and Title Company** – Supplying all information needed by the attorney or title company to help with a smooth closing

**Appraiser** – Coordinating the details if the buyer or mortgage company requests an appraisal

**Lender** – Providing any information about the home that's needed by the buyer's mortgage lender if your buyer is securing a loan

**Inspector** – Helping coordinate the timing of the inspection and work with the buyer's agent to clarify any requests the buyer has based on the findings





## FULL-SERVICE SUPPORT

As your partner in all aspects of the home-selling process, our connections with primary service providers can help you receive complete assistance from beginning to end, giving you one-stop-shop convenience.

### Mortgage Services

If you're also interested in finding your new dream home, we 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

For your next home, we can help connect you to insurance account executives for opportunities to secure homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.

### RealVitalize® Program

The RealVitalize program helps with home improvements and repairs to prepare your home for sale. We provide the up-front funds for these updates and partner with Angi for access to service providers and project management support. With no fees or interest, you can get your home show-ready without incurring any up-front costs.

**Your home and your home sale needs are one of a kind. We will guide you every step of the way – from setting the optimal listing price and prepping your home for sale to marketing and following through to a smooth, successful closing. We are committed to your interests with the utmost care, honesty, integrity and discretion. Let's get started!**



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1. As of 12/31/2023. 2. Year-End Coldwell Banker Numbers Based on Coldwell Banker Financial Data as of 12/31/2023. Not intended as a solicitation if your property is already listed by another broker. Affiliated real estate agents are independent contractor sales associates, not employees. ©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. ☎ 24MS59\_CBR\_5/24