

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

Online	95% ²
Real Estate Agent	87% ²
Mobile Sites and Apps	74% ²
Open House	53% ³
Yard Sign	41% ³
Online Video	40% ²
Home Builder	19% ²
Print Newspaper Advertisement	7% ²

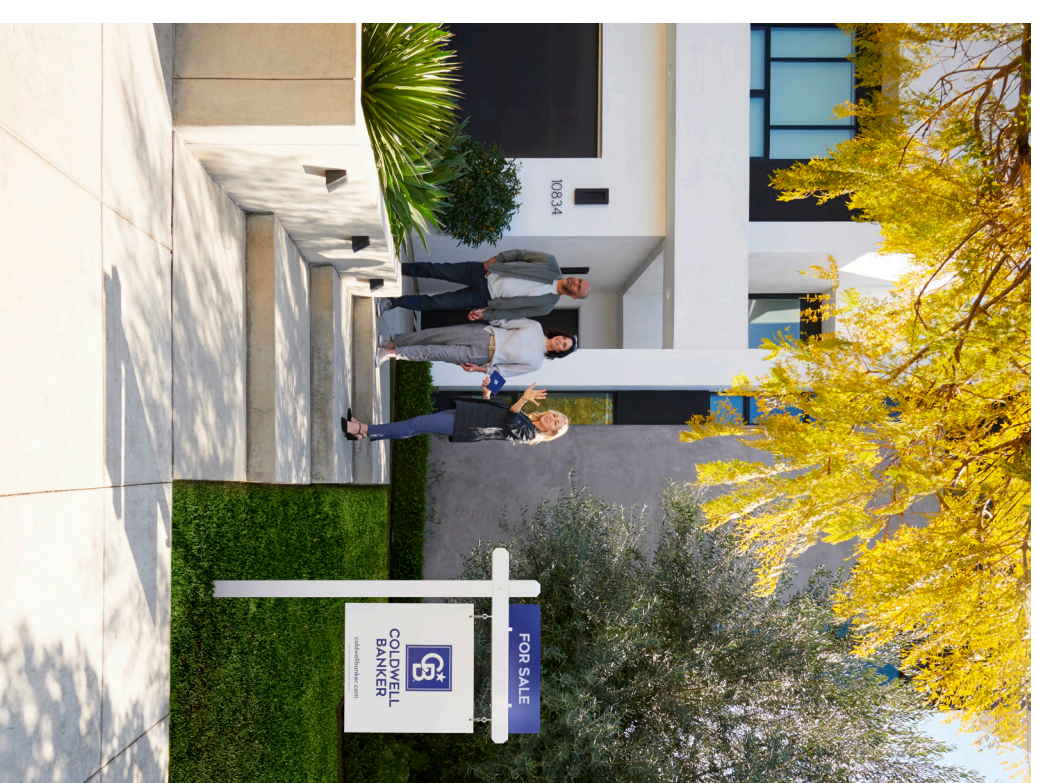
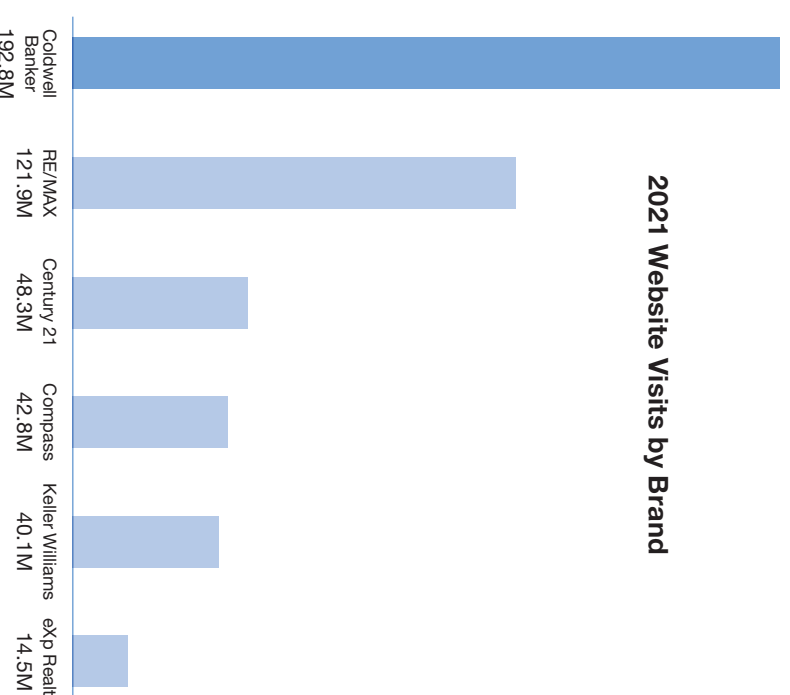
MARKETING YOUR HOME

We offer one of the most powerful and comprehensive 360° property marketing programs to ensure your home is seen by the right buyers.

- National brand advertising
- 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

#1 ONLINE

The **Coldwell Banker®** brand is the #1 most visited residential real estate brand online⁴.



FULL-SERVICE SUPPORT

The **Coldwell Banker®** brand is your partner in all aspects of the home-buying process. Our affiliations with the following primary service providers ensure that you receive complete assistance from beginning to end.

Mortgage Services

Guaranteed Rate Affinity provides mortgages across the country and features incredibly low rates, fantastic customer service and a fast, simple process.

Title Services

Clear Title Group and Sunbelt Title Agency can research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

Warranty Services

A Coldwell Banker Home Protection Plan[™] provides that extra measure of security that makes buyers feel more comfortable and confident in the purchase of your home.

Commercial Services

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

RealVitalize® Program

The RealVitalize program helps with home improvements and repairs to prep your home for sale. We source, schedule and cover the up-front costs of the updates, and get paid back when the home sells. No hidden fees, interest charges or markups⁵.

ReaSure®

ReaSure's cash-backed solutions for home buying and selling solve common real estate challenges and empower me with new and innovative ways to help you make the most of every transaction⁶.

As your agent, I 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 the smooth, successful closing. I am committed to your interests with the utmost care, honesty, integrity and discretion. Let's get started!



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1. Year-end Coldwell Banker numbers based on Coldwell Banker financial data as of 1/23/17/2021. 2. National Association of REALTORS® 2021 Profile of Home Buyers and Sellers. 3. National Association of REALTORS® Home Buyers and Sellers Generational Trends. 4. Reflects total website visits for 2021. Source: 2021 Media Trends. 5. Some websites display proprietary information based on criteria such as price point or feature. Not all properties will appear on all sites. 6. Sproul Social. 7. Google Analytics. Jan. 1-Dec. 31, 2021. 8. Execution of a program agreement is required. RealVitalize is not available in all states and available only at participating offices. Void where prohibited by law. Additional terms and conditions apply. ReaSure not guaranteed. If listing doesn't sell within 12 months after first project completion, seller must pay back the full amount of program services. All property enhancement services are provided by the applicable service providers affiliated with Angi. Neither the Coldwell Banker System nor any of its respective franchisees or affiliated companies is providing any property enhancement product or service in connection with the RealVitalize program. 9. Available in select markets only through participating brokers. Property must qualify for ReaSure program, including meeting certain property type, condition, and other requirements. ReaSure Sell cash offers may be contingent upon property inspection. ReaSure Buy participants must qualify for a loan from a participating lender. This is an advertisement and is not a offering offer or an offer to purchase property. Execution of program documents is required. Additional terms and conditions apply. See reasure.com for more details. ©2022 ReaSure LLC. All rights reserved. REASURE, SELLBUY, and the ReaSure logo are Reg. U.S. Pat. & TM. Offered and owned by Home Partners Resource JV Member LLC. ReaSure LLC fully supports the principles of all federal, state, and local fair housing laws. Not intended as a solicitation of your property (s already listed by another broker. Affiliated real estate agents are independent contract sales associates, not employees. ©2022 Coldwell Banker. All Rights Reserved. The RealVitalize logo and service mark are owned by ReaSure Group LLC. Coldwell Banker and the Coldwell Banker logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker System logo support is the principal of their fair housing Act and the Equal Opportunity Act. 800.225.5677_CJL_5/22 subsidiary of ReaSure Group LLC and franchise offices which are independently owned and operated. The Coldwell Banker System fully support is the principal of their fair housing Act and the Equal Opportunity Act. 800.225.5677_CJL_5/22