

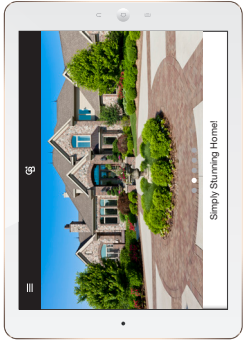
PROPERTY MARKETING THAT WORKS

In today's competitive real estate market, the key to success is differentiation – doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of outstanding real estate service.

Coldwell Banker® independent agents deliver exceptional marketing programs that produce results. Each step of this marketing plan is designed to help your home sell fast and for the desired price. From concept to completion, your home will be uniquely cared for and expertly marketed.



Professional Photography
36 professional photos perfect for print and online to make your property look its very best



Single-Property Website
Professionally designed property website that is viewable on all devices and easily shared via social media



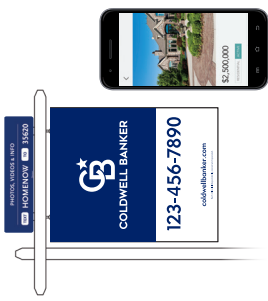
Just Listed eFlyer
“Just Listed” announcement eBlast sent to an exclusive list of personal and professional contacts



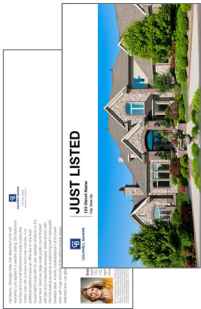
Property Tour
Professionally produced photo slideshow with narration



Print Advertising
Eye-catching property advertisement in one of the region's prime print publications



Mobile Brochure
Exclusive yard sign panel with CB Mobile Brochure technology that delivers your home's unique details and photos to consumer mobile phones



Neighborhood Announcement
Stunning, oversized “Just Listed” postcards direct mailed to your neighborhood



TV and Online Promotion
Professionally produced spot featured on Coldwell Banker's® TV show, *Colorado Homes*, Sundays at 10 am on Channel 2 and posted on Coldwell Banker's YouTube™ channel



Online Property Syndication
Your home will be displayed on hundreds of websites, including the most-visited real estate websites in the world



Property Brochures
Beautiful, professionally printed property brochures to showcase your home



Seller Update
Detailed report outlining everything that has been done to bring your home to market and maximize its exposure



SPOTLIGHT MARKETING PLAN



SILVER

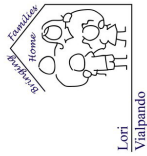
GET THE EXPERT REAL ESTATE REPRESENTATION YOU DESERVE.



Lori Vialpando
Realtor, GRI, MRP

Coldwell Banker Realty

D 303-324-5731
homes@Lori-V.com
Lori-V.com



Lori
Vialpando

 **COLDWELL BANKER** | **REALTY**

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