



Get the expert real estate representation you deserve.



ColdwellBankerHomes.com

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EXCLUSIVE
PROPERTY
MARKETING



Property Marketing That Works

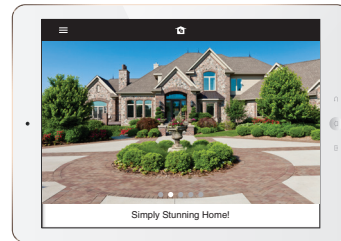
In today's competitive real estate market, the key to success is differentiation – doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of outstanding real estate service.

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

Up to 35 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 our statewide *View* magazine, which is inserted into the region's prime print publications



TV and Online Promotion

Professionally produced spot posted on the *At Home in Florida* YouTube™ channel and featured on one of Coldwell Banker's local TV shows*:

- *At Home in Greater Orlando* on The CW Sundays at 11:30 am
- *At Home on the Treasure Coast* on The CW Sundays at 9 am

*Based on listing location



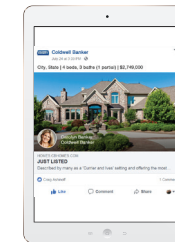
Property Brochures

Beautiful, professionally printed property brochures to showcase your home



Neighborhood Announcement

Stunning, oversized "Just Listed" postcards direct mailed to your neighborhood



Targeted Online Advertising

Geographic targeting technology markets your property directly to local buyers online and on social media



Area REALTOR® Notification

Agents at all local real estate companies in your area will be notified that your home has come on the market



Online Property Syndication

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