

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.

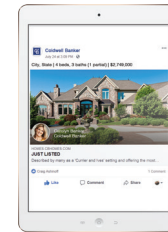


Professional Photography
High-quality photos perfect for print and online to make your property look its very best*

*Consult your agent for details



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



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



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



Online Promotion
Property photo slideshow posted on the *At Home in Central Ohio and Greater Cincinnati* YouTube channel



Area REALTOR® Notification
Agents at local real estate companies in your area will be notified that your home has come on the market



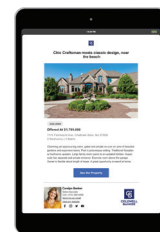
Property Tour
Professionally produced photo slideshow with narration



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



Extensive Online Exposure
Your home will be displayed on the real estate industry's most-visited websites and viewed by potential buyers all over the world



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



Silver Envelope Home Announcement
Stunning, trifold property announcements direct mailed to your neighborhood in silver envelopes that get noticed



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



BREATHTAKING VIEWS

ANYTOWN | \$1,585,000

This impeccably maintained two-story located on the water, offers great southeast light. The home was designed and renovated by BOA Construction, including an elevator to all three floors and a fabulous, oversized master suite with multiple closets and sitting room. Four bedrooms, four bathrooms total. Community clubhouse, tennis and swimming pool.

GOLD/ PLATINUM

GET THE EXPERT REAL ESTATE REPRESENTATION YOU DESERVE.



Connie Sadowski
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**SPOTLIGHT
MARKETING
PLAN**