



THE BLUEPRINT  
TO SELLING YOUR

# HOME





GUIDING PEOPLE  
**HOME**

The Coldwell Banker® brand is the North Star of the real estate industry, guiding people to the homes of their dreams for 119 years. It's a passion and pursuit I take deep pride in – creating and exceeding impeccable standards in every aspect of your real estate experience.



# LIST YOUR HOME WITH CONFIDENCE

When you sell your home with me, you can enjoy access to the exclusive Coldwell Banker® Seller's Assurance Program. This industry-leading marketing suite is designed to put your home in front of more buyers, boost its sales price and help you make the move that's right for you. After all, your home sale experience should be simple and rewarding.

You will learn more about the different products and programs available through the Seller's Assurance Program in this presentation.

# A HISTORY OF SUCCESS

How powerful is the Coldwell Banker® brand? The proof is in the results:

Affiliated agents handled 464,950 transaction sides in the U.S. in 2024<sup>1</sup>.  
In fact, we've guided more home buyers and sellers than any other  
company in the history of America<sup>2</sup>.

1. Based on Coldwell Banker Financial Data as of 12/31/2024. 2. Based on the 119-year history of the Coldwell Banker brand and transaction longevity compared to other national real estate brands.

# PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal – and the company that helps you should be, too. In 2024, the Coldwell Banker® brand closed \$243 billion in sales volume\*. This is a brand committed to empowering agents like me with the innovative technology, strategic marketing and powerful network I need to market your home in the best possible way.



\*Based on Coldwell Banker Financial Data 01/01/2024-12/31/2024.



96,000+  
AGENTS\*

45  
COUNTRIES\*

# GLOBAL INFLUENCE

Through my affiliation with the Coldwell Banker® brand, I have access to a national and global network of well-connected real estate agents, allowing me to capture more leads and sell your home faster.

Albania	Curaçao	Malta	Tanzania
Andorra	Dominican Republic	Mexico	Turkey
Argentina	Egypt	Monaco	Turks & Caicos Islands
Aruba	England	Northern Cyprus	United Arab Emirates
Bahamas	France	Paraguay	United States
Bermuda	Grenada	Portugal	Uruguay
British Virgin Islands	India	Saint Barth	U.S. Virgin Islands - St. Croix
Cambodia	Indonesia	Saint Martin	U.S. Virgin Islands - St. Thomas
Canada	Ireland	Saudi Arabia	Zanzibar
Cayman Islands	Italy	Sint Maarten	
Chile	Jamaica	Spain	
Costa Rica	Luxembourg	Switzerland	

\*As of 12/31/2024.

A photograph of a modern interior space with extensive wood paneling. In the foreground, a white sofa sits on a textured rug. Behind it is a wooden bar with several chairs. To the right, a large potted plant is visible. The background features a kitchen area with wood cabinets and a white countertop. The overall aesthetic is warm and minimalist.

# POSITIONING YOUR PROPERTY

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.



Before



After

# FIX IT UP WITH NOTHING UP FRONT

The Coldwell Banker® brand can help you make the needed improvements and repairs to prep your home for sale with no up-front costs using the RealVitalize® program. There are no enrollment fees or interest, and you don't have to pay until your property sells\*.

## HOW IT WORKS

1. We'll work together to decide which home improvement projects will showcase your home best and set an estimated budget for the work.
2. I'll enroll your home in the RealVitalize program and get you connected to a dedicated Angi Project Consultant who will source and schedule local vendors from Angi's network of trusted service professionals.
3. Once you approve the estimates and sign the RealVitalize Participation Agreement, local top-rated professionals implement your home improvements. Home projects and services performed by Angi vendors are backed by the Angi Happiness Guarantee. If you're not satisfied with your home project or service, Angi will work to make it right.
4. I list your home. You don't pay anything back until closing\*.

## POPULAR SERVICES OFFERED

**PAINTING**  
**STAGING**  
**ROOM RENOVATIONS**  
**LANDSCAPING**  
**JUNK REMOVAL**  
**CLEANING**  
**HANDYMAN SERVICES**  
**FLOORING AND CARPENTRY**  
**ELECTRICAL UPGRADES**  
**PLUMBING**  
**AND MUCH MORE**



\*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.

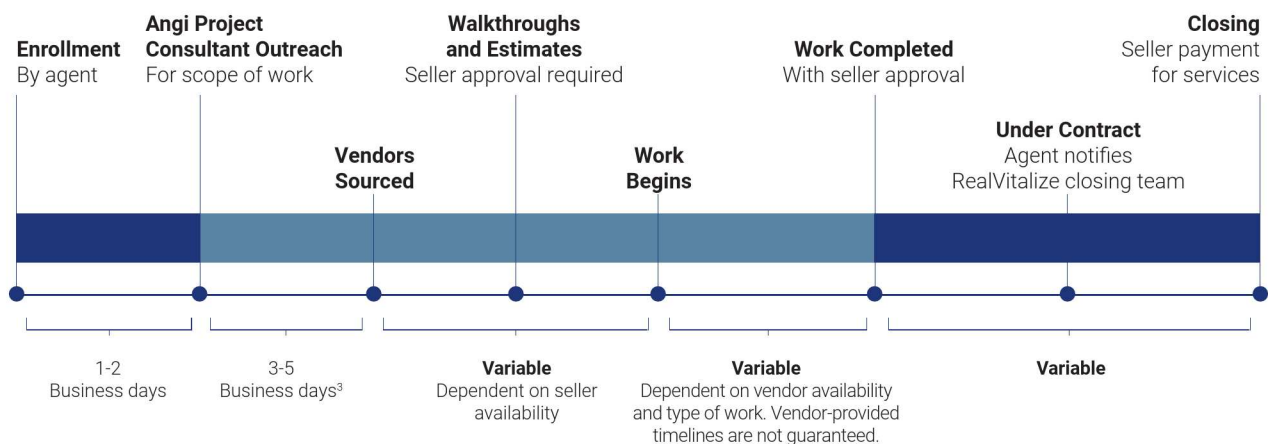
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# REALIZE YOUR HOME'S TOP VALUE

When selling your home, small changes can make a real impact. Angi's network of trusted vendors can help maximize your property's value. From kitchen remodeling to cosmetic finishes, complete your chosen projects with the RealVitalize® program and pay back the costs from the proceeds of the sale<sup>1</sup>.

## THE REALVITALIZE PROGRAM JOURNEY<sup>2</sup>



1. 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. This program is optional for your use as an affiliated broker or agent. 2. Timelines are not guaranteed, and many parts of the RealVitalize process are variable. 3. Onboarding an agent-referred vendor can take up to 1 week. ©2025 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.



# PHOTOGRAPHY

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



# 360° PROPERTY MARKETING

Our comprehensive, full-circle approach applies the ideal combination of marketing elements and strategies – to promote your property effectively and to the right audience.

- AGENT PROMOTION
- ADVERTISING
- OPEN HOUSE
- YARD SIGN
- PRINT ADVERTISING
- ONLINE & SOCIAL
- EMAIL MARKETING
- VIDEO

# 100%

## OF HOME BUYERS USE THE INTERNET\*

Online exposure is critical to getting a competitive price and a fast sale for your property. Thanks to my digital marketing expertise and the Coldwell Banker® brand's powerful online presence, I'll get your home seen and sold.



\*National Association of REALTORS® 2024 Profile of Home Buyers and Sellers.



# EXPANDED AUDIENCE

My comprehensive online marketing strategy includes detailing your property's critical selling points and posting multiple photos on the most visited real estate websites in the world. The result? Your home gets showcased on dozens of high-traffic sites – putting it in front of potential buyers everywhere.

COLDWELLBANKER.COM

REALTOR.COM®

HOMEFINDER.COM

TRULIA.COM

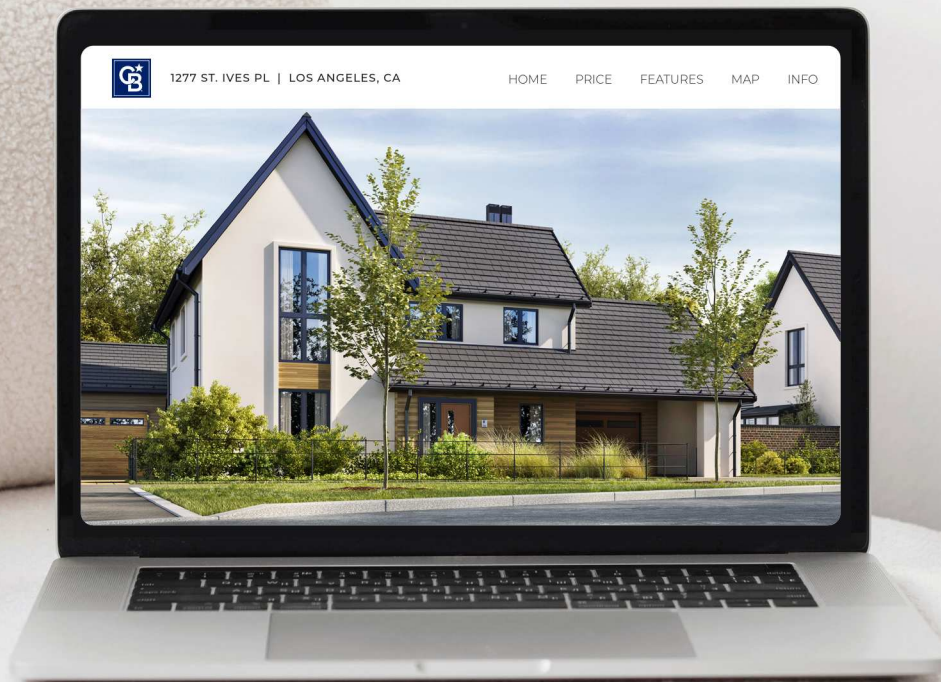
HOMES.COM®

ZILLOW.COM

HOTPADS.COM

# SINGLE-PROPERTY WEBSITE

Show buyers your home is worth the investment with a single-property website. Unlike listing sites where your home is forced to compete for attention with similar properties, ads and other distractions, a single-property website keeps the focus on your home. I will promote this unique site to potential buyers throughout the property marketing campaign and on social media.



# S O C I A L M E D I A

Today's buyers are active on social media, which is why I'll heavily promote your property on social to generate buzz and attract attention.

The Coldwell Banker® media channels reached millions of consumers in 2024:

OVER 877 MILLION  
M E D I A I M P R E S S I O N S <sup>1</sup>

2,944,180  
E N G A G E M E N T S <sup>2</sup>

112,215,894  
V I D E O V I E W S <sup>3</sup>

42,374,478  
L I N K C L I C K S <sup>1</sup>

1.2M  
F O L L O W E R S <sup>4</sup>



1. 2024 Sprout Social, Listing Concierge and Media Agency Reporting. 2. 2024 Sprout Social and Media Agency Reporting. 3. 2024 Sprout Social and Listing Concierge Reporting. 4. Sprout Social Reporting 01/01/2024-12/31/2024.



# 88%

## RELY ON AGENTS\*

For many people, buying a home is one of the largest financial transactions they'll make, which is why 88% of them rely on an agent to be their guide.

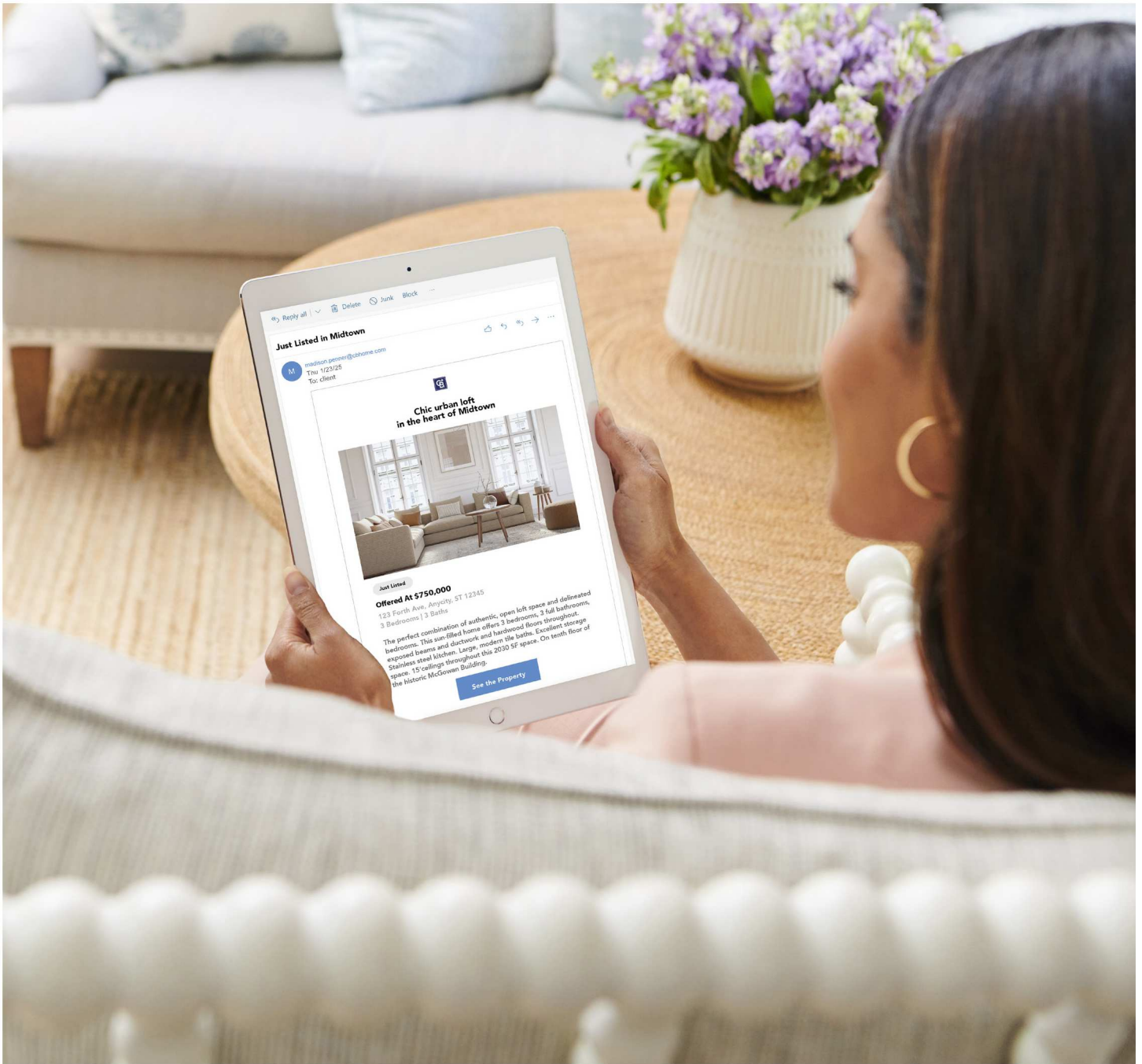
\*National Association of REALTORS® 2024 Profile of Home Buyers and Sellers.



# GAIN MORE EXPOSURE

Your home will be shared with our national network of Coldwell Banker® affiliated agents and may be featured as an exclusive sneak peek on coldwellbanker.com, creating even more opportunities to match your home with interested buyers.

By engaging with my network early on, we take advantage of the initial buzz around new property availability – increasing buyer interest and driving your home's value perception for a faster sale.



# EMAIL MARKETING

My property announcements will reach a targeted segment of my exclusive email list and are an easy yet effective way to connect with buyers, agents and their networks. These emails feature a beautiful photo of your property as well as detailed information and a link so they can quickly access all the details.



# VIRTUAL PROPERTY TOUR

My professionally produced photo slideshow of your home will engage buyers with beautiful photography, so they take notice of all the special features and amenities.

## STUNNING MODERN HOME & OUTDOOR PARADISE

**\$5,980,000**

The modern two-story home blends contemporary elegance with classic charm. The predominantly white exterior is complemented by large glass windows and doors, allowing natural light to flood the interior and create a bright, welcoming atmosphere. This unique character and design is a true masterpiece.

The architecture harmoniously mixes modern and traditional elements, with a classic tile roof adding timeless elegance. This unique character stands out in any neighborhood.

Multiple outdoor living spaces are standout features, including a patio with a classic tile roof, a covered pergola, and a lush green lawn. The outdoor spaces are perfect for relaxation and entertaining, creating a serene environment.

Inside, large windows ensure every room is bathed in natural light. The open floor plan allows for a smooth flow between living areas, making the home feel spacious and inviting.

The living room is designed for comfort and style, with modern open floor plan and a fireplace. The dining area is perfect for hosting the family and friends. The kitchen is a chef's dream, featuring state-of-the-art appliances, granite countertops, and plenty of storage space. The modern design is both functional and stylish.

The bedrooms have a nice size feel, with elegant fixtures, modern lighting, and plenty of natural light. These spaces are perfect for relaxation and rejuvenation.



**STUNNING MODERN HOME & OUTDOOR PARADISE**  
1234 Sunset Ridge Drive, San Mateo, CA 94401



**COLDWELL BANKER**

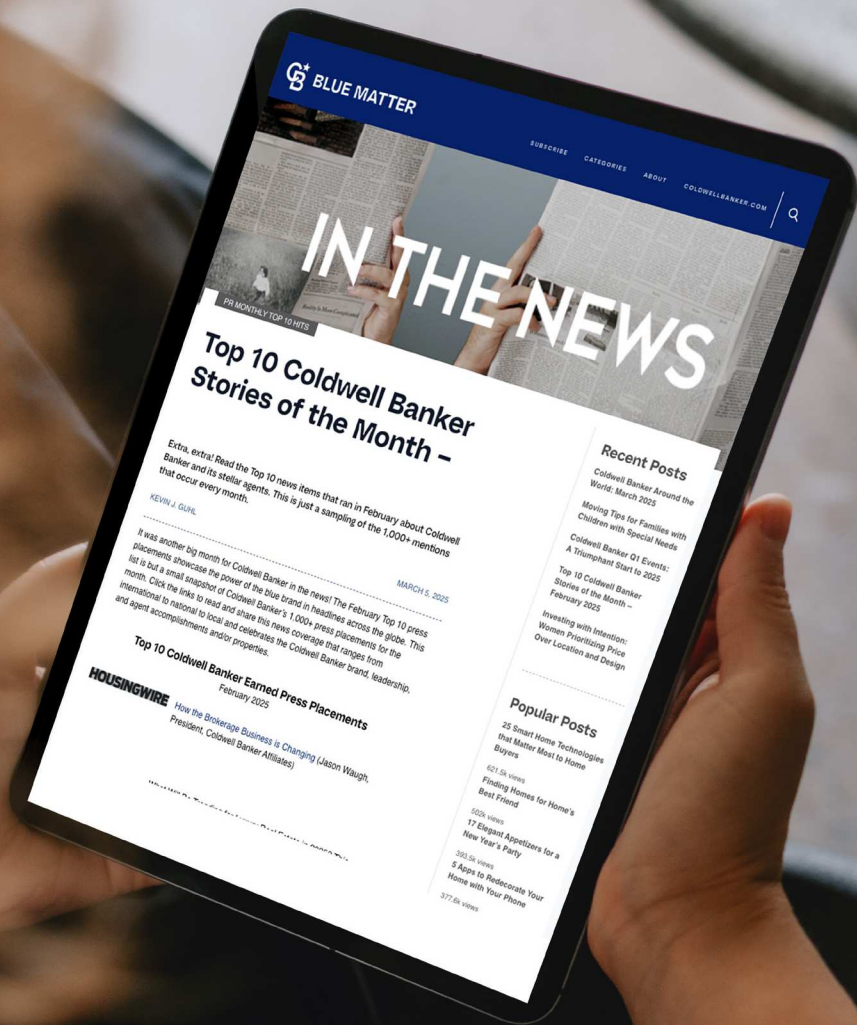
# PROPERTY BROCHURES

I'll showcase your home's unique selling points with a professionally printed property brochure filled with high-quality photography and powerful content. These brochures leave a lasting impression and will remind buyers of all that your home offers each time they see it.



# DIRECT MAIL MARKETING

When paired with digital marketing, specialty marketing – like direct mailers – serves to set your listing apart and remains an effective add-on for 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.

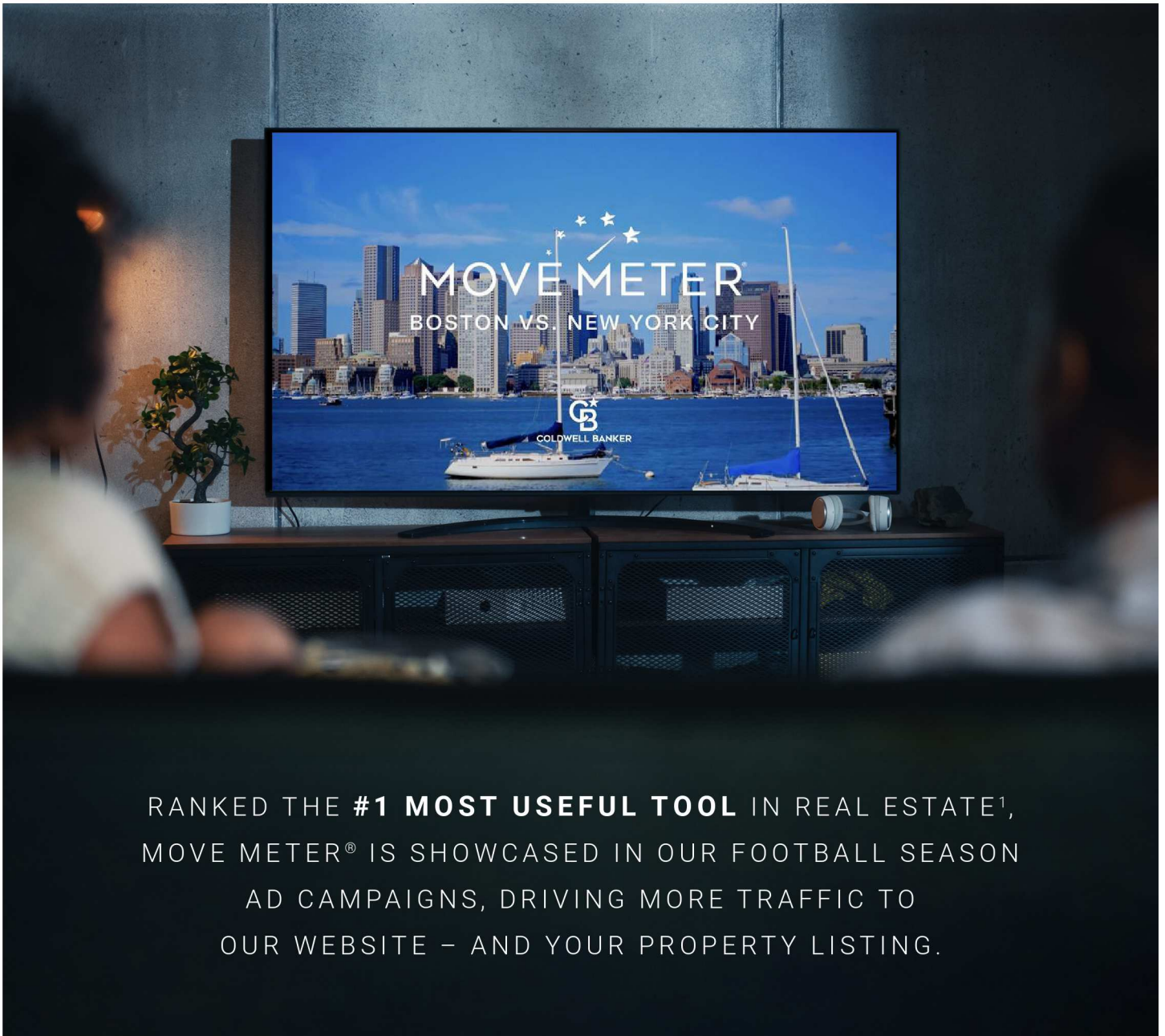


# IN THE NEWS

We are a powerhouse in the industry. The Coldwell Banker® brand was mentioned an average of 131 times a day in the news in 2024, reaching 4.2 billion consumers\*.

Our leadership team and network of agents are consistently called upon by the likes of *The Wall Street Journal*, *The New York Times*, Yahoo Finance, *Robb Report*, *Fast Company*, *Forbes* and CBS News as an authoritative voice in real estate.

\*Cision, a media monitoring company, 2024



RANKED THE **#1 MOST USEFUL TOOL** IN REAL ESTATE<sup>1</sup>,  
MOVE METER<sup>®</sup> IS SHOWCASED IN OUR FOOTBALL SEASON  
AD CAMPAIGNS, DRIVING MORE TRAFFIC TO  
OUR WEBSITE – AND YOUR PROPERTY LISTING.

# #1 RATED REAL ESTATE ADVERTISING<sup>2</sup>

We are proud to deliver top-rated national network advertising that connects with viewers and has been rated #1 for 13 years running<sup>2</sup> – leading the real estate industry. Through the Coldwell Banker<sup>®</sup> brand, I leverage one of the strongest and most recognized names in real estate to make the right impression and attract buyer interest to your property.

1. September 2023 Ace Metrix Consumer Survey. 2. Ace Metrix Scores 2012-2024, Real Estate Category.

# 50%

## ATTEND

## OPEN

## HOUSES

What better way to experience your home than in person? Many buyers agree there are distinct advantages to attending open houses to find their new home.

\*National Association of REALTORS® 2024 Home Buyers and Sellers Generational Trends Report.



# MAXIMIZE EXPOSURE: OPEN HOUSE OPTIONS FOR EVERY BUYER

I'll leverage my wide network of buyers and agents to spread the word about the virtual or in-person open house, driving strong attendance and giving interested buyers the chance to experience the home up close.

## **TRADITIONAL OPEN HOUSE**

With proper safety measures and precautions in place, open house events are a fantastic way for buyers to connect with the space and the neighborhood.

## **VIRTUAL OPEN HOUSE**

Buyers shop for homes online, and with a virtual open house I can access your target audience quickly, wherever they are.

## **PRIVATE SHOWINGS**

With your permission, serious buyers and their agents can schedule an appointment with me so they can explore your home without the distraction of other buyers.

## **BROKER OPEN HOUSE**

One of the most powerful ways to debut your home is by hosting a broker's open house, where I invite my network of real estate industry contacts to tour your property. The sooner other brokers and agents know about your home, the sooner they can match it to their current buyers. It's word-of-mouth marketing at its best.



# FULL SERVICE FROM START TO FINISH

The Coldwell Banker® brand is there for you in all aspects of the home sale process. Our primary services ensure you'll receive complete assistance from start to finish – giving you one-stop-shop convenience.

## **WARRANTY SERVICES**

A home warranty provides that extra measure of security that makes buyers feel more comfortable and confident in the purchase of your home.

## **MORTGAGE SERVICES**

If you're also interested in finding your new dream home, I can support you with your home search and connect you with a mortgage broker that offers incredibly competitive rates, fantastic customer service and a fast, simple process.

## **TITLE SERVICE**

I can recommend a title provider that will research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

## **INSURANCE SERVICES**

I have connections with a variety of insurance companies that offer competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.

# PRICING STRATEGY

With my comparative market analysis (CMA) – which includes intelligence on homes like yours that are off, on and pending in the market – I'll develop a competitive pricing strategy that signals your home's value and generates buyer excitement.





# COMPARATIVE MARKET ANALYSIS

A comparative market analysis is a report that pulls data from the multiple listing service based on buyer and seller activity in your area. I'll use this intelligence to establish an ideal listing price for your home that's competitive and appeals to 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

# PRICING RIGHT

Today's home buyers are more knowledgeable than ever, with many doing their own comparison research. Intelligent pricing is one of the most critical aspects of a successful sale – no matter how perfect your home is, you'll miss out on potential buyers if its price doesn't align with similar properties selling in your market.

By considering market factors and local competition, I'll thoroughly assess your home and suggest an optimal price from the start, so it generates the most activity from real estate agents and buyers.

## IF THE ASKING PRICE IS:

## THE PROPERTY APPEALS TO:

CURRENT MARKET VALUE

95% OF BUYERS

5% OVER MARKET VALUE

50% OF BUYERS

10% OVER MARKET VALUE

30% OF BUYERS

15% OVER MARKET VALUE

20% OF BUYERS



# NEGOTIATION STRATEGIES

To get the most out of your home sale – and avoid putting yourself at a disadvantage – you’re going to want an agent who knows how to negotiate. It’s my job to get you the best possible price. And with data from my comparative market analysis and my tried-and-tested negotiation techniques, I’ll build a strong case so you get top dollar.



# BREAKDOWN OF BUYER'S AGENT COMPENSATION OPTIONS

Whether to offer compensation to a buyer's agent, and the amount of compensation you may decide to offer, is purely your choice. There is no legal or other obligation to offer such compensation.

## HOW A BUYER'S AGENT IS PAID IF YOU **OFFER COMPENSATION**

1. You have offered to pay the commission due to the buyer's agent. In this case, the commission obligation will be paid by you out of the funds paid to purchase your home.
2. You have offered compensation consisting of only a portion of the commission due to the buyer's agent. This would require the buyer to pay any portion of the commission not paid by you. Alternatively, the buyer could condition the purchase offer on you paying the full commission obligation.

## HOW A BUYER'S AGENT IS PAID IF YOU **DO NOT OFFER COMPENSATION**

1. You have not offered to pay any portion of the commission owed to the buyer's agent. In this case, the buyer can include a requirement that you pay the commission obligation as part of the offer made on your property.
2. You do not agree to pay the buyer's agent commission, in which case the buyer would be responsible for the commission.

# CB SUPPORTS ST. JUDE

As part of the CB Supports St. Jude program, we're making a donation to St. Jude Children's Research Hospital® every time we help a client buy or sell a home.

The Coldwell Banker® brand has been guiding people home since 1906. Home is the place we long for at the end of the day, the place that holds all we love and everything we cherish. At St. Jude, they give kids the second chance they need to realize dreams and reach milestones. When they need it most, these patients and families find a home-away-from-home at St. Jude, where everyone shares the same mission: Finding cures. Saving children.®

With your support, we can help one of the world's leading children's cancer hospitals develop even more powerful treatments and help the world's bravest kids get back home even faster.

For more information visit [coldwellbanker.com/stjude](https://coldwellbanker.com/stjude).



St. Jude patient  
**Keegan**

# RESPONSIBLE BUSINESS

Feel good knowing that you're doing business with a brand that promotes and supports an ethical, equitable future in real estate.

Our parent company, Anywhere Real Estate Inc., is a global leader in residential real estate services, and has been recognized as one of the World's Most Ethical Companies 14 years running.

The Coldwell Banker® brand is also the only company to be a Women's Choice Award® winner eight years in a row, with 9 out of 10 female customers highly recommending the brand to others.

Further, employees and affiliated agents are proud to be associated with a company that has developed an Inclusive Ownership Program - giving underrepresented communities opportunities to break out in the industry.

You're in good hands with the Coldwell Banker brand.





# GETTING STARTED

Your home and your home sale needs are one of a kind. Using the unmatched resources of the Coldwell Banker® brand, I will develop a custom plan to:

- Provide you with proven, powerful and personal service
- Enable you to obtain the best possible sales price and terms for your home
- Close the sale in a smooth, timely manner

I am committed to your complete satisfaction, and will represent your interests with the utmost care, honesty, integrity and discretion. Let's get started!



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