

THE ORIGINAL REAL ESTATE COMPANY

There is only one national real estate company that can claim more than 115 years of continuous success, drive and forward-thinking. The **Coldwell Banker®** brand is proud to build on our game-changing history as we power the industry into the future.

The original disruptive force, the Coldwell Banker brand was founded in San Francisco in 1906 with a commitment to integrity and customer service and has been a champion of new ideas ever since. It's no mere stroke of luck that we've achieved and maintained leadership in an industry filled with change. We continually innovate and evolve to deliver unmatched real estate excellence you can count on – year after year.



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

We are 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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FIX IT UP WITH NOTHING UP FRONT

With a home in top condition, you can help maximize your selling price with no payment until closing.

The RealVitalize® program helps with home improvements and repairs to prep your home for sale. We pay the up-front costs and you don't pay us back until closing. No hidden fees, interest charges or markups. **Most homes using the RealVitalize program sell at or above list price*.**

Use the RealVitalize program to help with:

Painting	Electrical
Staging	Plumbing
Room Renovations	Landscaping/Curb Appeal
Flooring and Carpentry	Moving and Storage
Cleaning	And much more!
Handyman Services	



"We used the RealVitalize program to restore this seller's home. We cleaned, painted, installed new floors, updated the kitchen and bathrooms, landscaped and staged. When we listed, we received multiple offers and were under contract in 5 days. I sold this home at 30% more than my client's previous list price with a prior agent. The seller was thrilled!"

Coldwell Banker Realty Agent
Topanga, CA

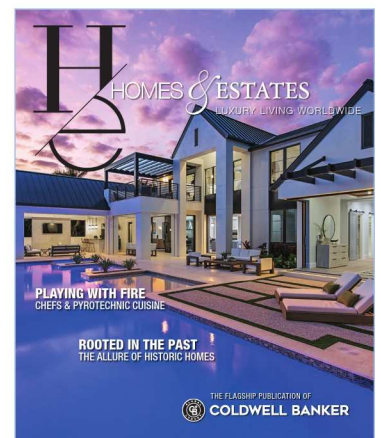
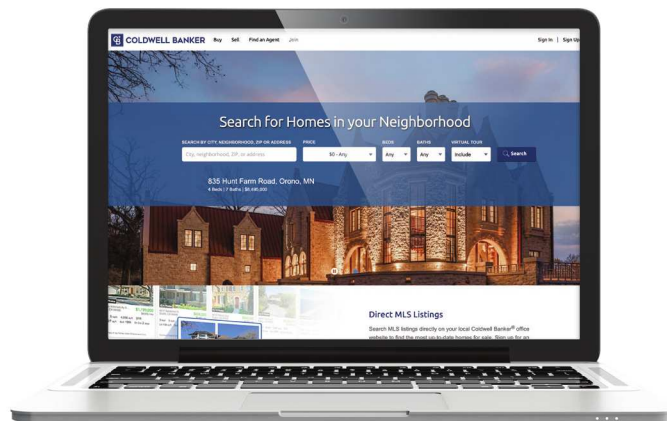
To learn more, visit RealVitalize.com.

*Based on program data from June 1, 2020 to May 31, 2021. Not a controlled study; correlation does not equal causation. Results not guaranteed and past performance does not guarantee future results. 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. Results not guaranteed. If listing doesn't sell within 12 months from the first project completion, seller must pay back the full amount of covered 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. Not intended as a solicitation if your property is already listed by another broker. Affiliated real estate agents are independent contractor sales associates, not employees. ©2021 Coldwell Banker. All Rights Reserved. The RealVitalize logo and service mark are owned by Realogy Group LLC. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.

MARKETING YOUR HOME

We offer one of the most powerful and comprehensive marketing programs to ensure your home is seen by the right buyers. In addition to our industry-leading online strategy, we use a proven combination of traditional and cutting-edge methods to market your home, including:

- 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



START TO FINISH

Coldwell Banker Realty is your partner in all aspects of the home-sale process. Our affiliations with the following primary service providers ensure that you receive complete assistance from beginning to end, giving you one-stop-shop convenience.

Mortgage Services

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

Warranty Services

A Coldwell Banker Home Protection PlanSM 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.

Insurance Services

Realogy Insurance Agency offers competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.

Title Services

Our affiliated title companies can research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.



STEP BY STEP

Selling a home is a complicated process, but I will guide you through it every step of the way.



Step 1 – Pricing

- Prepare comparative market analysis (CMA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price



Step 2 – Preparing

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures
- Create a Transaction Manager account to manage documents, deadlines and tasks



Step 3 – Marketing

- Install distinctive Coldwell Banker yard sign
- Promote your home on the MLS
- Syndicate your home's listing on hundreds of websites
- Respond to online buyer inquiries through InTouch
- Arrange showings
- Hold open house
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates



Step 4 – Closing

- Evaluate offers and negotiate best price and terms
- Enter documents into Transaction Manager
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents and enter into Transaction Manager