COLDWELL BANKER | ASSOCIATED BROKERS REALTY

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NO ONE HAS SOLD MORE REAL ESTATE THAN COLDWELL BANKER IN THE LAST 25 YEARS




WE HAVE OFFICES EVERYWHERE
Our network extends nationwide & worldwide

A UNIQUE MARKETING PLAN WILL BE DESIGNED SPECIFICALLY FOR YOUR HOME

Targeted YouTube Ads



Print Marketing



Silver Envelope Marketing



Exceptional Photography

AI Search Optimization

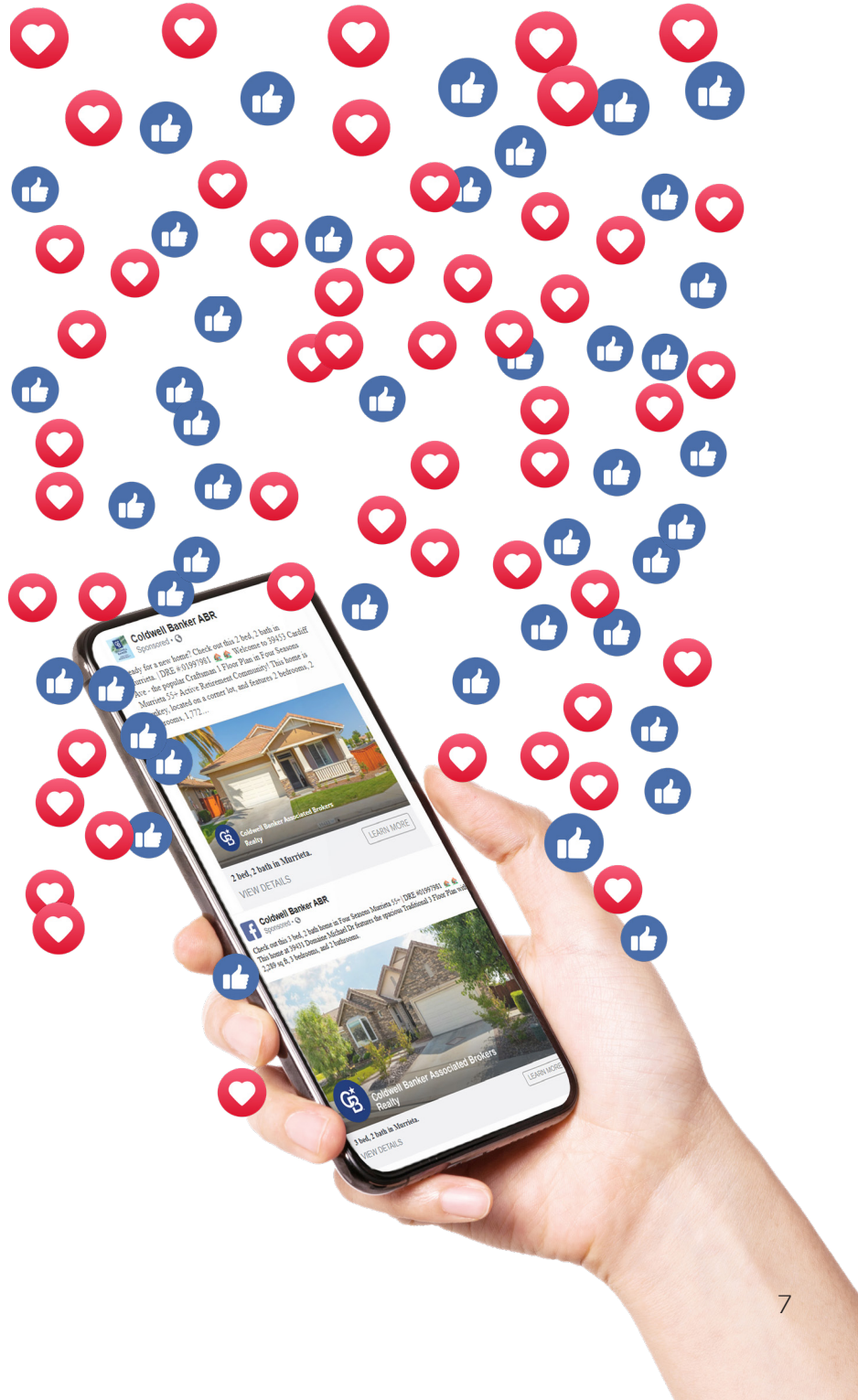


The Open House Option

EXCLUSIVE
TO COLDWELL BANKER

MEDIA ADVERTISING

Our **marketing team** creates digital ads and delivers them to **over 1000+ websites and apps.**



OUR 3D TECHNOLOGY





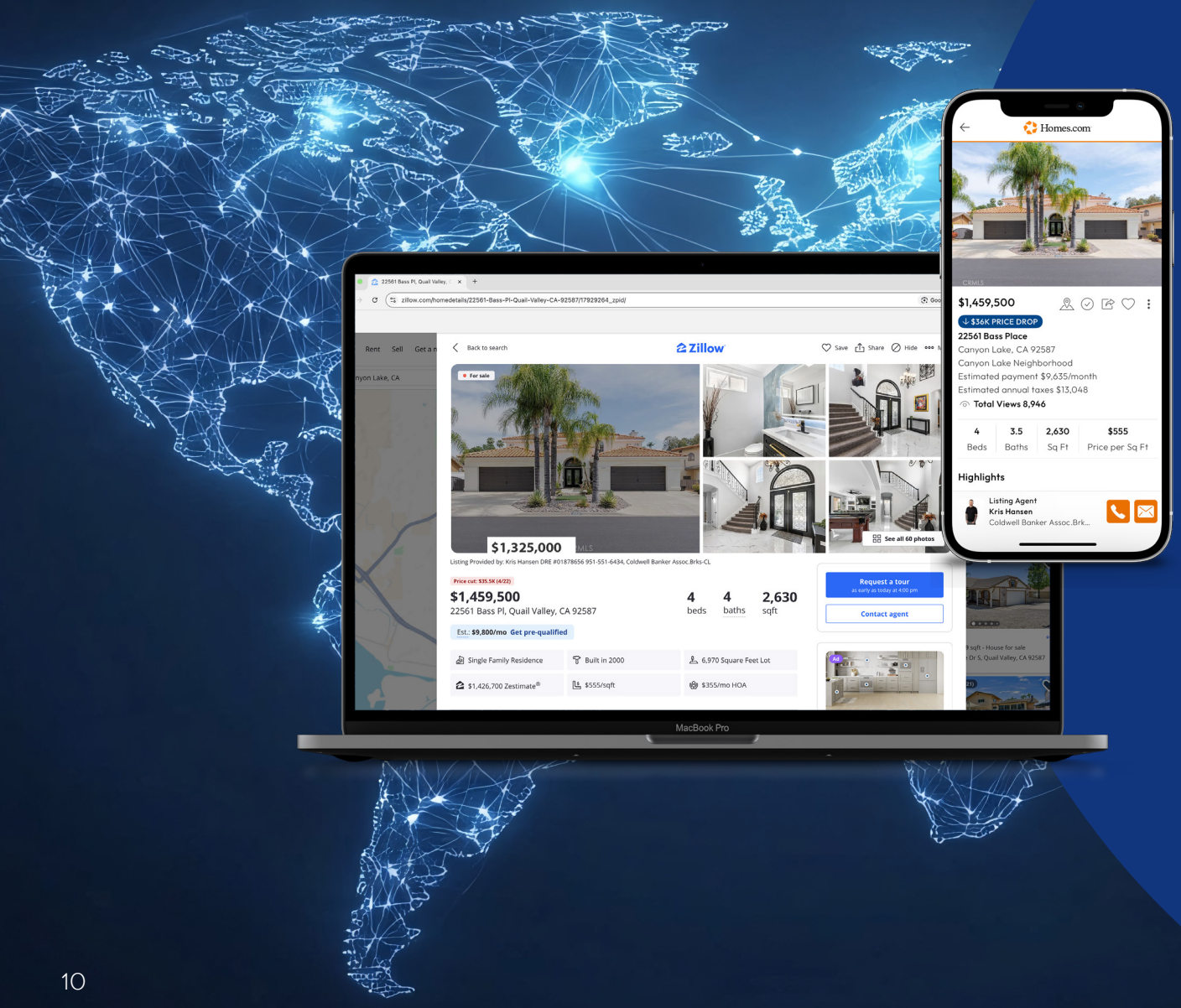
Matterport™

Zillow® 3D Home

Our 3D tours are a realistic, interactive 3D and virtual reality experience that feels as real as being there. Potential buyers are able to explore your home room by room, step by step - the ultimate immersive experience for prospective buyers.

WE PUT YOUR LISTING EVERYWHERE

We make your property easy to find online, no matter where the buyers are searching.



Here's a handful of the thousands of sites you'll be featured on.

realtor.com®

Zillow®

Homes.com®

REDFIN

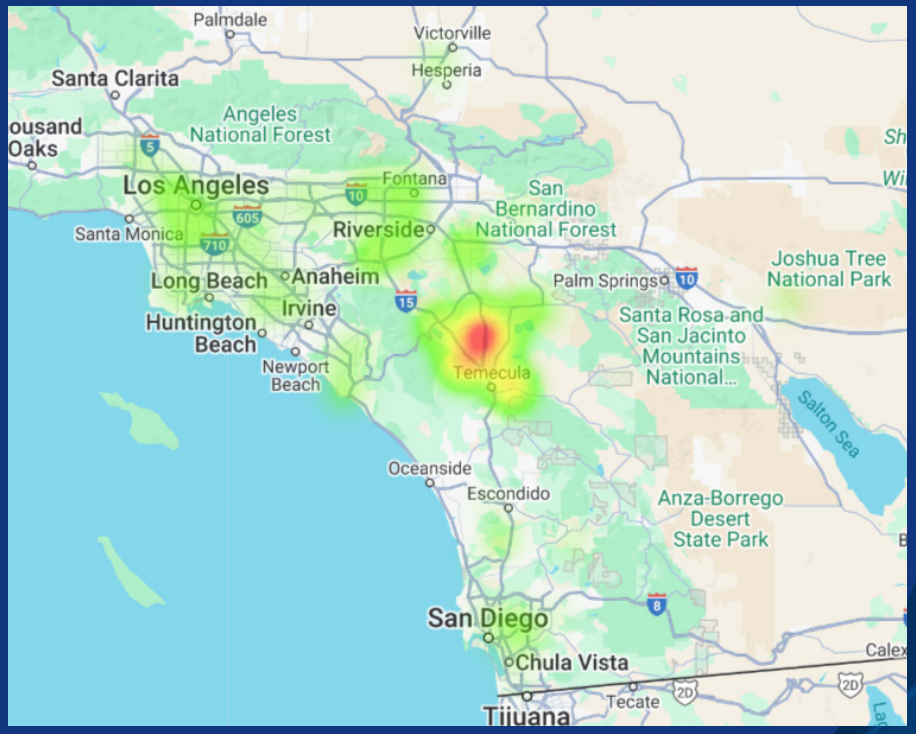
COLDWELL BANKER

GLOBAL LUXURY

AND WE PROVE IT

ONLINE INSIGHTS

You will receive weekly reports showing exactly how many views we have brought to your property.



We know where your views are coming from and we know where to target your buyer.

COLDWELL BANKER
ASSOCIATED BROKERS REALTY

SAMPLE REPORT

Home View Insights

ONLINE MARKETING ACTIVITY REPORT



29465 Siderite Circle
5 Bedrooms | 3 Bathrooms
$749,000
April 16 – June 5, 2025

4,614	59	1	15
PROPERTY VIEWS	SHARES	INQUIRY	FAVORITES

Where buyers found your home

Website & social views · Past 30 days

SOURCE	PROPERTY VIEWS
Zillow	1,311
Instagram	897
Facebook	500
Realtor.com	296
MLS Search	260
Trulia	86
Other websites	61
TOTAL VIEWS	3,411

Where buyers are looking from

Top cities · Past 30 days

CITY	PROPERTY VIEWS
Menifee, CA	74
Murrieta, CA	48
Temecula, CA	30
Lake Elsinore, CA	21
Los Angeles, CA	16
Riverside, CA	14
Fontana, CA	13
Wildomar, CA	8
Van Nuys, CA	6
Westminster, CA	5

Sample report · Illustrative activity data and property image.

MY TEAM'S STATS

40+ YEARS
OF GUIDING PEOPLE HOME

4,863,000
IMPRESSIONS ACROSS THE WEB

15X
CHAIRMAN'S CIRCLE AWARD WINNER

3
OFFICES

#4
COLDWELL BANKER AFFILIATE IN CA

OVER **$665 MILLION**
IN SALES VOLUME

300+
AGENTS





COLDWELL BANKER REACH

#1 MOST VISITED REAL ESTATE BRAND ONLINE

$246+ BILLION IN SALES VOLUME

#1 RATED REAL ESTATE ADVERTISING 14 YEARS RUNNING

OVER 1.3 MILLION FOLLOWERS ON COLDWELL BANKER PLATFORMS

120+ YEARS OF GUIDING PEOPLE HOME

93,000+ SALES PROFESSIONALS

50+ COUNTRIES & TERRITORIES A GLOBAL REACH

449,698 US TRANSACTION SIDES

OVER $260 MILLION IN DAILY LUXURY SALES



ADDITIONAL REACH:

Your home is placed on
75+ elite websites
across 41+ countries.

THE WALL STREET JOURNAL. MarketWatch
JAMESEDITION MANSION GLOBAL
BARRON'S Robb Report

MORE SOCIAL MEDIA POWER

- 877M+ Media Impressions
- 1.2M+ Global Followers
- 42M+ Clicks to CB Sites
- 112M+ Video Views
- 2.9M+ Engagements

CERTIFIED LUXURY AGENTS DELIVER RESULTS:

- 70% Higher Average Sales Price
- $260M+ Daily Luxury Sales
- 47,807 Luxury Transaction Sides
- $1.9M Average Price Point
- $94.6 Billion in $1 Million+ Sales Volume

ANNUALLY

47,807	1,321	304
$1 Million+ Transaction Sides	$5 Million+ Transaction Sides	$10 Million+ Transaction Sides

*If your property qualifies

DON'T TRUST THE SALE OF YOUR LARGEST INVESTMENT TO A COMPANY WITHOUT A PROVEN TRACK RECORD

FULL SERVICE

3%

REPRESENTATION

BRINGING YOU FULL VALUE

COLDWELL BANKER averages a **13% HIGHER AVERAGE SALES PRICE** than the NAR Average.

A GLOBAL NETWORK of more than **93,000 AFFILIATED AGENTS** across **50+ COUNTRIES** and territories.

Access to Coldwell Banker's **AGENT-TO-AGENT, RELOCATION AND REFERRAL NETWORK**.

The **#1-RATED REAL ESTATE ADVERTISING BRAND** for 14 consecutive years.

A WEEKLY SELLER INSIGHTS REPORT showing which websites and digital channels feature your home and how buyers engage.

You receive **LOCAL CBABR LEADERSHIP AND BROKER SUPPORT** throughout the sales process.

Professional **PHOTOGRAPHY, VIDEO, DRONE, FLOOR PLANS AND 3D TOURS** when appropriate.

COLDWELL BANKER offers **TARGETED DIGITAL, SOCIAL, EMAIL AND PRINT MARKETING** selected specifically for your home.

LISTING CONCIERGE AND DEDICATED MARKETING SUPPORT for a polished property launch.

**Real estate commissions are negotiable. Buyer-agent compensation and seller concessions are addressed separately in writing.*

Pre-listing Strategy
Positioning For The Market

THE FIRST TWO WEEKS MATTER

How will buyers respond when your home first reaches the market?

- Market time depends on location, price, condition & competition.
- Serious buyers are already watching for new listings.
- Early offers may be among the strongest.

AVAILABILITY AND CONDITION

Is the home ready and accessible when buyers want to see it?

- Strong presentation, convenient access and flexible showing times create more opportunities.
- Restrictions may reduce showings and extend market time.

PRICING AHEAD OF THE MARKET

What does it mean to "chase the market"?

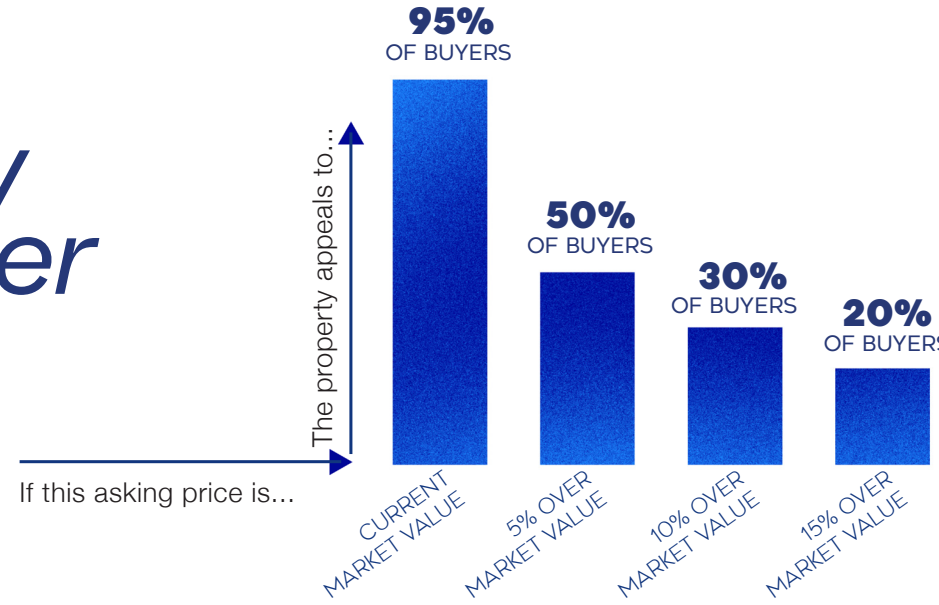
- Starting too high can sacrifice valuable early exposure.
- Repeated reductions may cause buyers to wait for the price to fall again.

FEEDBACK REQUIRES ACTION

What if the market responds differently than expected?

- Online engagement, showing feedback, competing listings and recent sales help us determine whether the strategy should be adjusted.

Your house is only worth what a buyer will pay for it.



THE LIFE OF AN ESCROW

What sellers can expect after accepting an offer.

1 OPEN ESCROW

Escrow receives the signed purchase agreement, opens the file and sends initial instructions to all parties.

2 DEPOSIT & TITLE

The buyer arranges the earnest money deposit. Escrow orders the preliminary title report and reviews ownership and lien information.

3 DISCLOSURES

The seller completes required disclosures. The buyer reviews them with the available property and title information.

4 INSPECTIONS & LOANS

The buyer completes investigations while the lender works toward financing. The signed agreement controls dates and contingencies.

5 FINAL DOCUMENTS

The parties sign the required closing documents. Escrow coordinates final instructions, funds and agreed possession details.

6 RECORDING & PROCEEDS

After authorization to record, title records the transfer. Escrow completes payments and sends the seller's net proceeds the next business day.



PREPARE YOUR HOME FOR SUCCESS

ORGANIZE

- ☐ Pack up unnecessary and personal items
- ☐ Pack away personal photos
- ☐ Remove small appliances
- ☐ Remove unneeded furniture
- ☐ Pack up unused dishes/pans
- ☐ Remove or hide toys in living areas
- ☐ Rearrange furniture to maximize space
- ☐ Complete unfinished projects
- ☐ Sell/donate all unwanted items

CLEAN

- ☐ Repair/repaint/wash walls
- ☐ Clean light fixtures
- ☐ Replace light bulbs
- ☐ Wash baseboards
- ☐ Wash windows inside and out
- ☐ Wash window treatments
- ☐ Clean mirrors
- ☐ Wipe switch plates
- ☐ Clean appliances inside and out
- ☐ Deep clean bathrooms
- ☐ Clean off counters
- ☐ Remove cobwebs
- ☐ Vacuum and clean carpets
- ☐ Repair or clean caulking
- ☐ Wash/bleach grout
- ☐ Remove refrigerator clutter

STAGE

- ☐ Plant fresh flowers
- ☐ Spread a bag of fresh bark in flower beds
- ☐ Open the windows and doors for fresh air
- ☐ Open window blinds to let light in
- ☐ Add fresh towels to bathrooms
- ☐ Burn a candle/diffuser/air freshener
- ☐ Put out clean rugs
- ☐ Make beds and arrange pillows
- ☐ Apply fresh coat of paint to front door and trim
- ☐ Decorate front door with wreath and new doormat
- ☐ Use mirrors generously
- ☐ Pick up after pets
- ☐ Empty wastebaskets
- ☐ Close all toilet seats

BE CLEAN... BE FLEXIBLE... BE READY TO SHOW



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