

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.



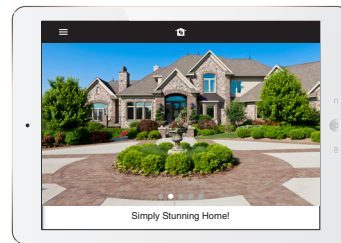
Professional Photography
36 professional photos perfect for print and online to make your property look its very best



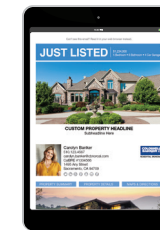
Property Brochures
Beautiful, professionally printed property brochures to showcase your home



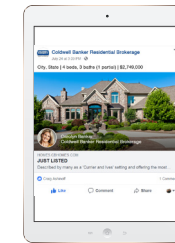
Neighborhood Announcement
Stunning, oversized "Just Listed" postcards direct mailed to your neighborhood



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



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



Property Tour
Professionally produced photo slideshow with narration



Online Promotion
Property photo slideshow posted on the *At Home in the Carolinas* YouTube™ channel



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



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

EXCLUSIVE PROPERTY MARKETING

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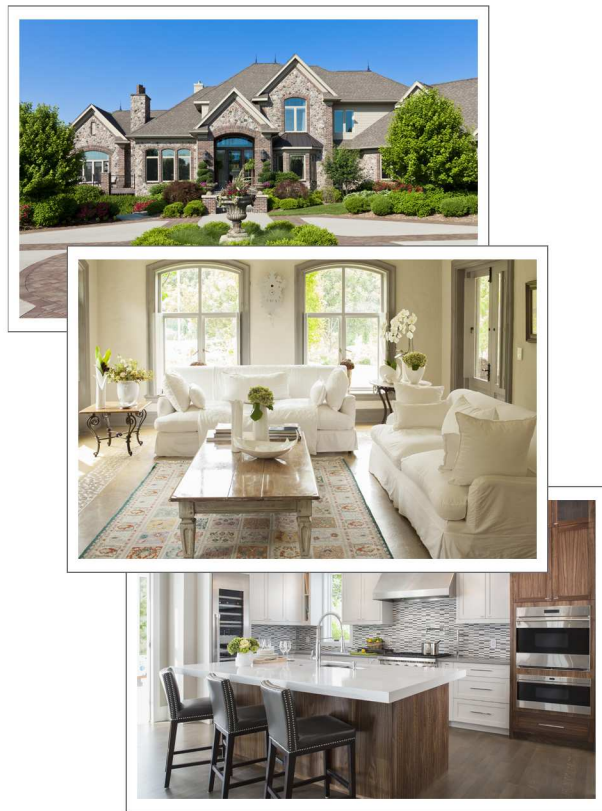


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EXCLUSIVE PROPERTY MARKETING

Professional Photography

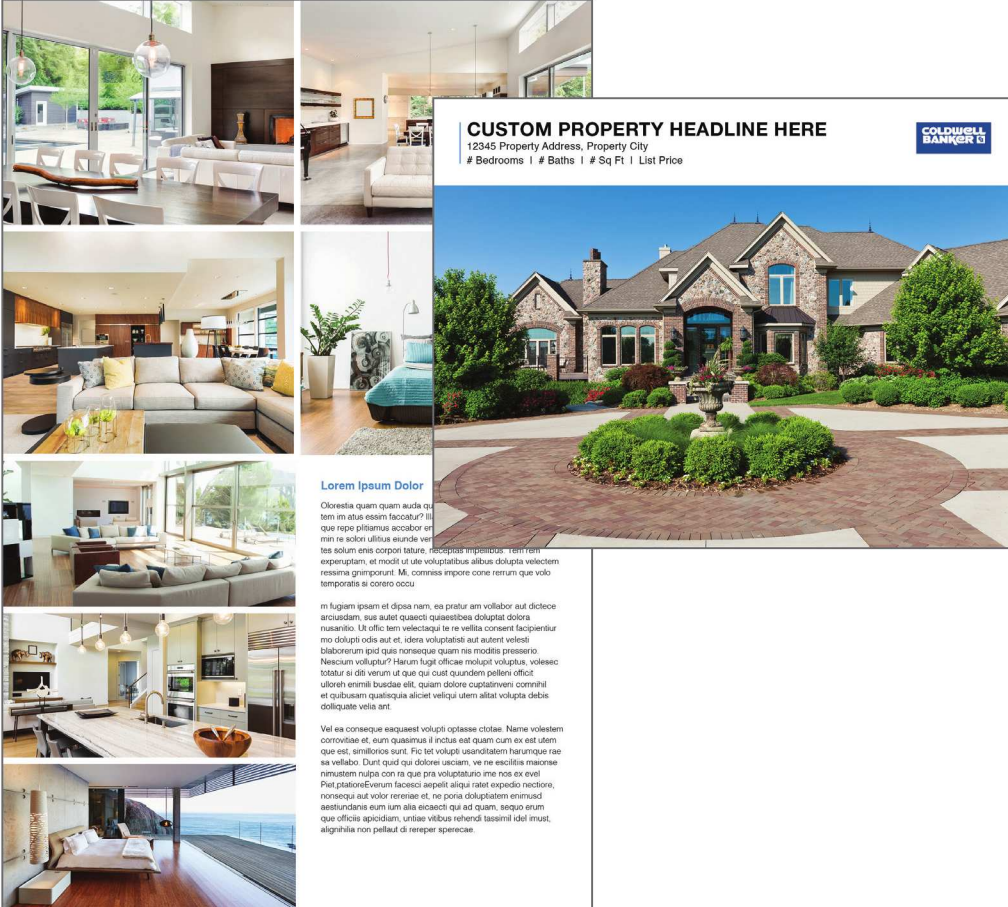
36 professional photos, perfect for print and online to make your property look its very best



EXCLUSIVE PROPERTY MARKETING

Property Brochures

Buyers will be wowed by your home when they see it showcased in beautiful, professionally printed property brochures, a huge step above traditional flyers.



CUSTOM PROPERTY HEADLINE HERE
12345 Property Address, Property City
Bedrooms | # Baths | # Sq Ft | List Price

COLDWELL BANKER

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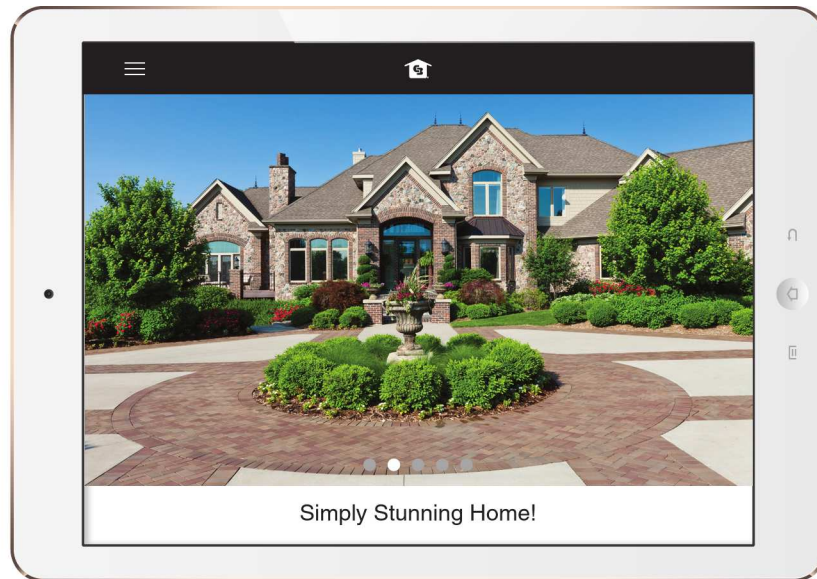
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EXCLUSIVE PROPERTY MARKETING

Single-Property Website

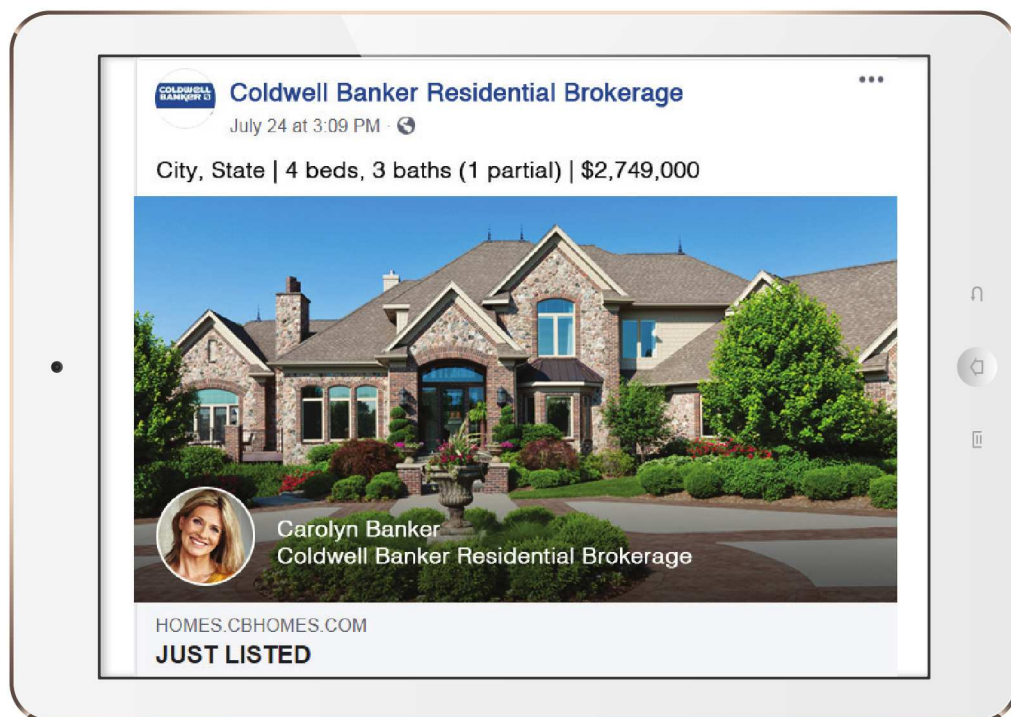
Professionally designed property website that is viewable on all devices and easily shared via social media



EXCLUSIVE PROPERTY MARKETING

Targeted Online Advertising

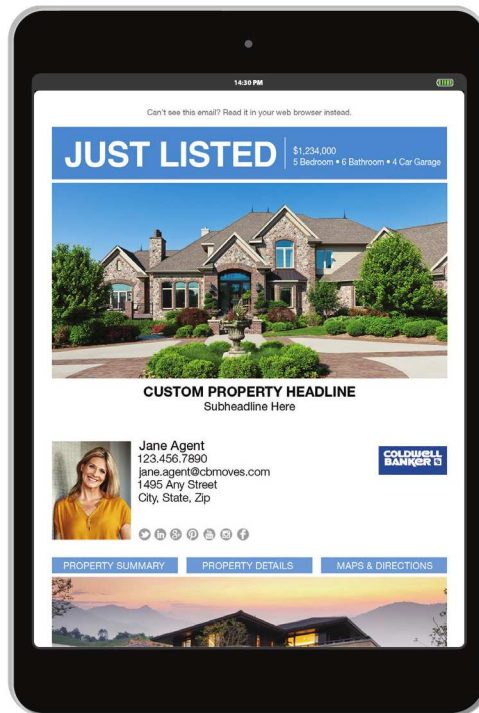
Our marketing package helps make sure every potential buyer sees your home. We use geographic targeting technology to market your property directly to local buyers online and on social media.



EXCLUSIVE PROPERTY MARKETING

Just Listed eFlyer

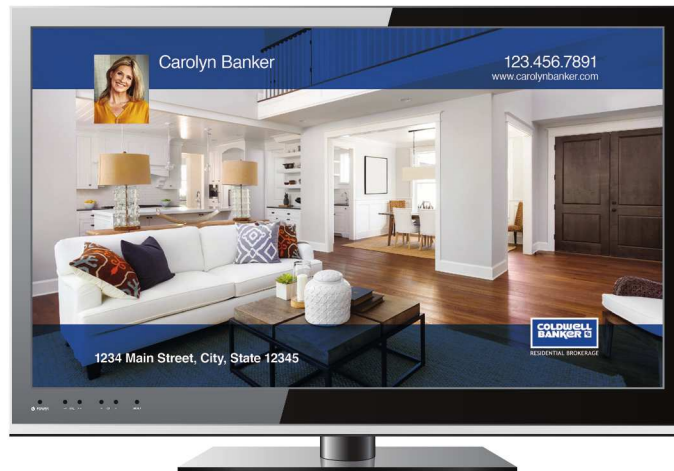
“Just Listed” announcement eBlast sent to an exclusive list of personal and professional contacts



EXCLUSIVE PROPERTY MARKETING

Online Promotion

Property photo slideshow posted on the *At Home in the Carolinas* YouTube™ channel



EXCLUSIVE PROPERTY MARKETING

Neighborhood Announcement

Our custom marketing gets your home noticed with stunning, oversized “Just Listed” postcards direct mailed to your neighborhood.

Handsome, Georgian-style, fully detached home with wonderful curb appeal in a verdant setting. Six bedrooms and four and one half bathrooms include a seductive master suite with a terrace and lovely outlooks. Four additional bedrooms plus an office are on one level. Guest/maid's suite with its own separate entrance on the lower level. Gracious, large-scale public rooms flooded with light and a beautifully renovated, stylish kitchen with informal seating as well as a welcoming built-in banquette breakfast table. A terrific media/playroom at the lower level, with huge amounts of thoughtful storage space. Attached one+ car garage.

COLDWELL BANKER
1234 Easy Street
Anytown, CA 92612

COLDWELL BANKER | **JUST LISTED**
123 Street Name
City, State Zip


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www

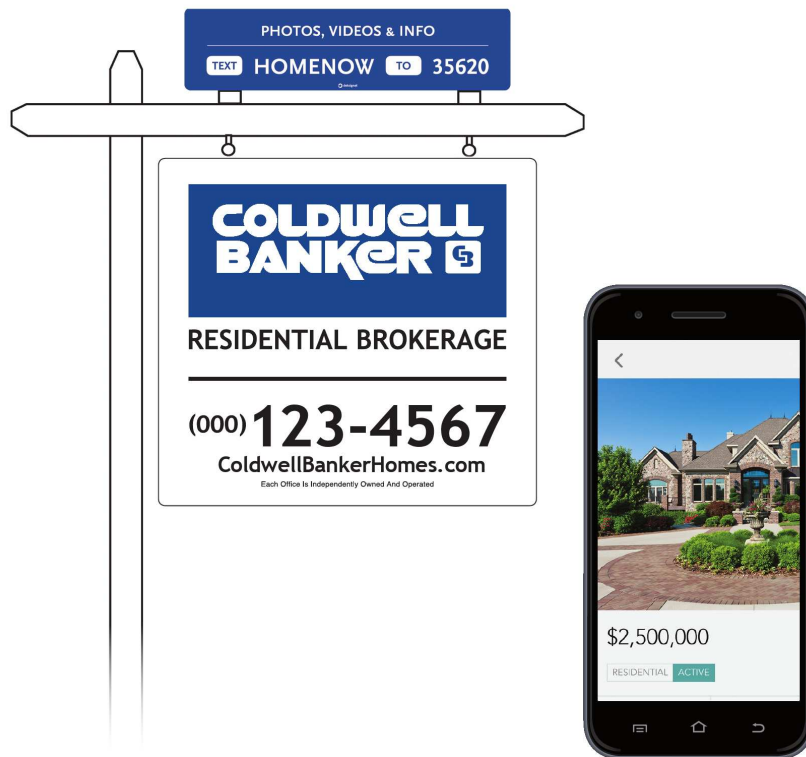
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EXCLUSIVE PROPERTY MARKETING

Mobile Brochure

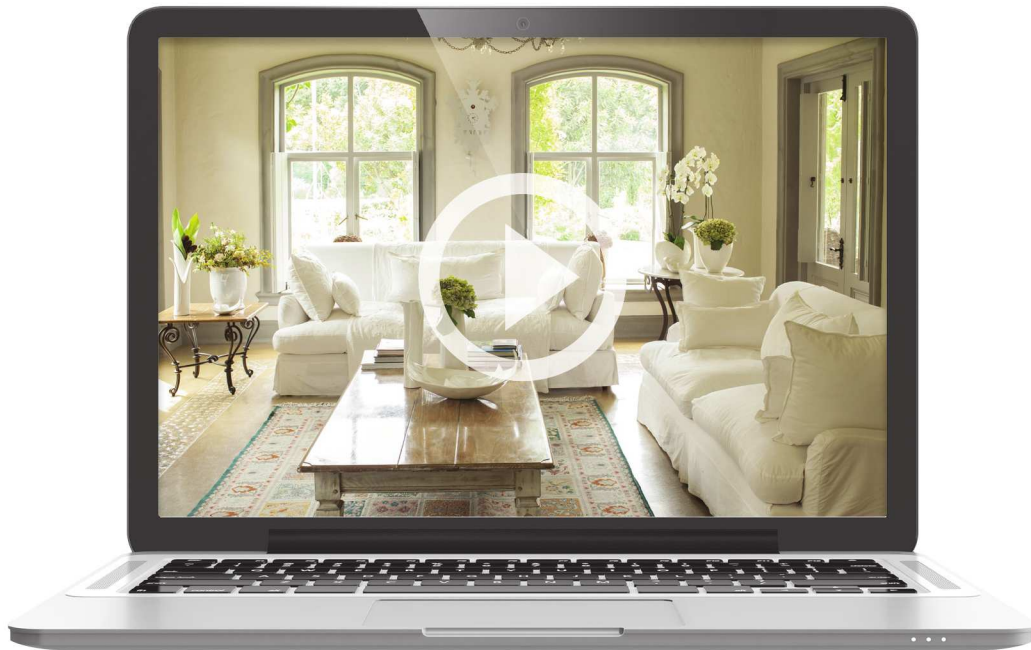
Exclusive yard sign panel with CB Mobile Brochure technology that delivers your home's unique details and photos to consumer mobile phones



EXCLUSIVE PROPERTY MARKETING

Property Tour

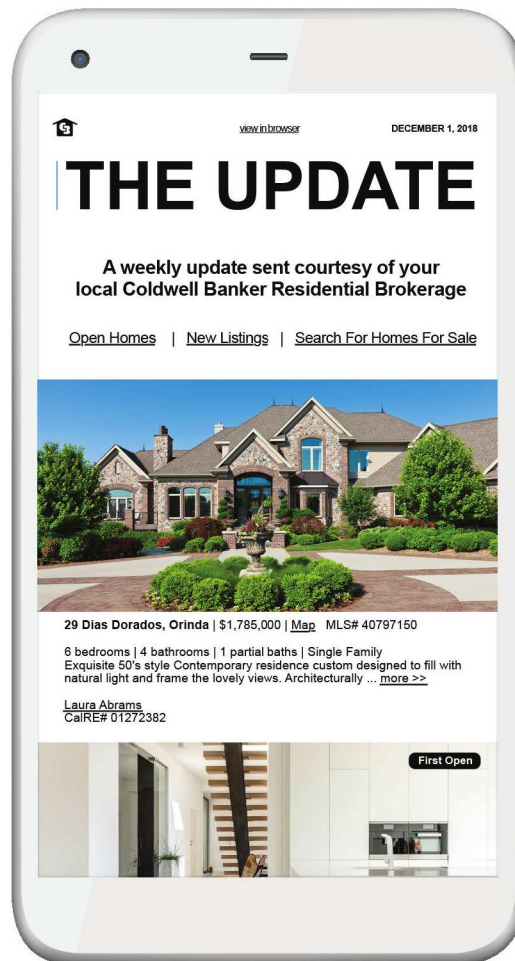
Home buyers who view your home online will be able to see it in greater detail thanks to a professionally produced photo slideshow with narration



EXCLUSIVE PROPERTY MARKETING

Area REALTOR® Notification

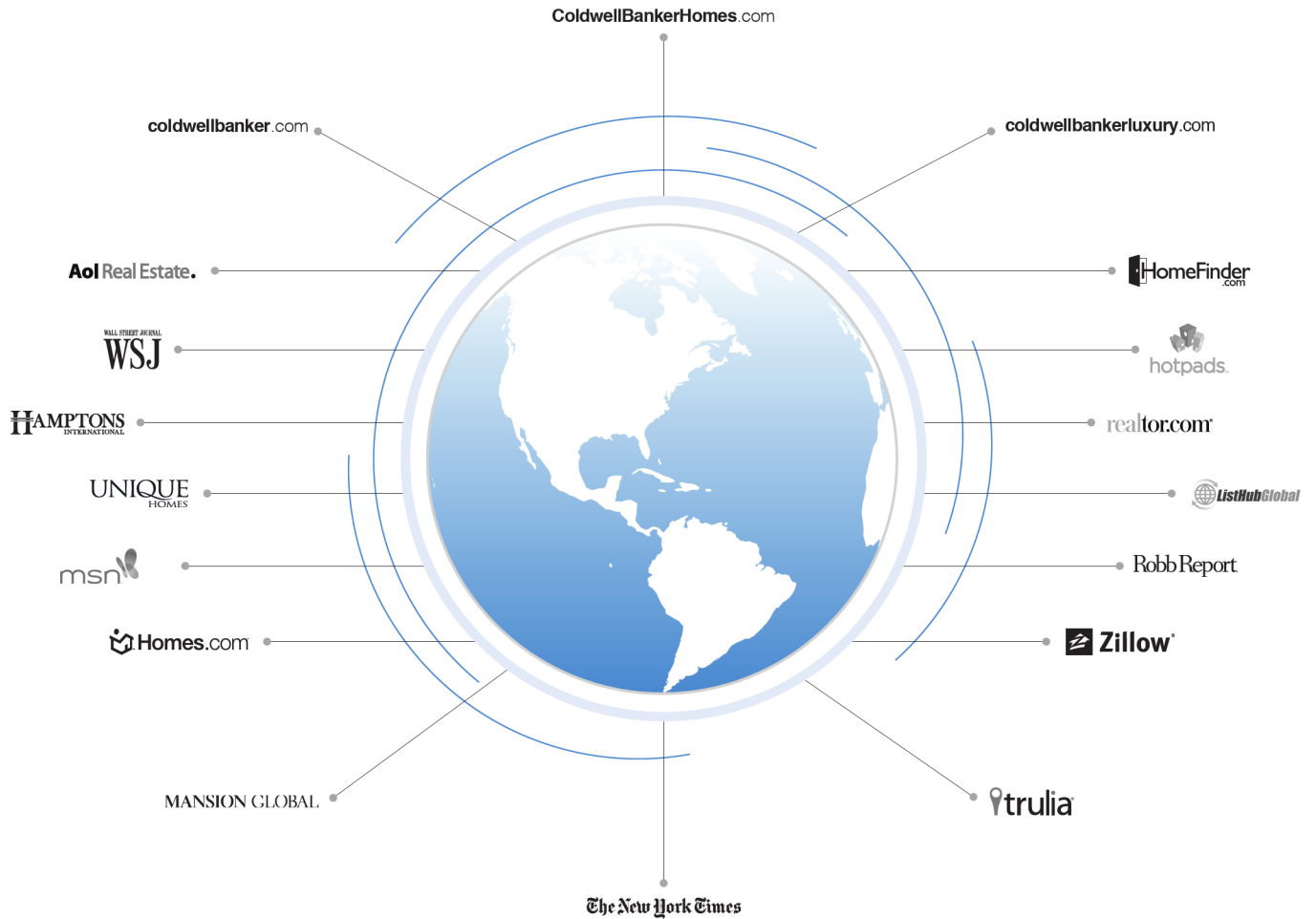
Agents at all of the top real estate companies in the area will be notified that your home has come on the market, so they can immediately alert their interested clients.



INTERNET MARKETING ADVANTAGE

Your home will be shown on up to 700+ websites, including the most-visited real estate websites in the world, putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your home with a detailed description and multiple photos on the most-visited real estate websites.

Syndication to as Many as 700+ Partner Websites



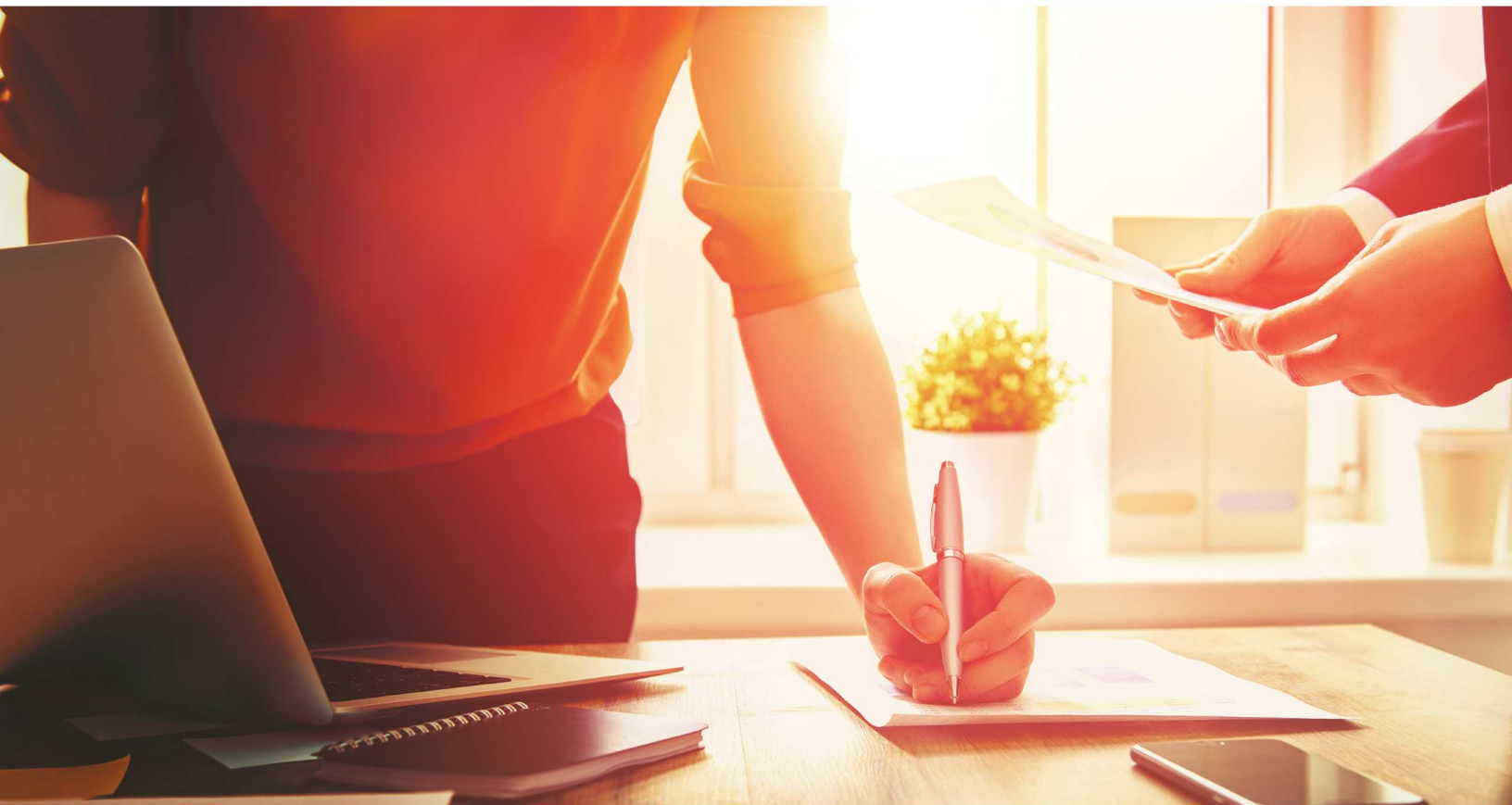
Some websites display properties based on criteria such as price point or feature. Not all properties will appear on all sites.

GETTING STARTED

Your home and your home sale needs are one-of-a-kind. Using the unmatched resources of Coldwell Banker®, your agent 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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