



COLDWELL BANKER

REALTY



COLDWELL BANKER

WHY COLDWELL BANKER®

The Coldwell Banker® brand is the North Star of the real estate industry – guiding people to the homes of their dreams for 116 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.

To market and sell your home, I offer:

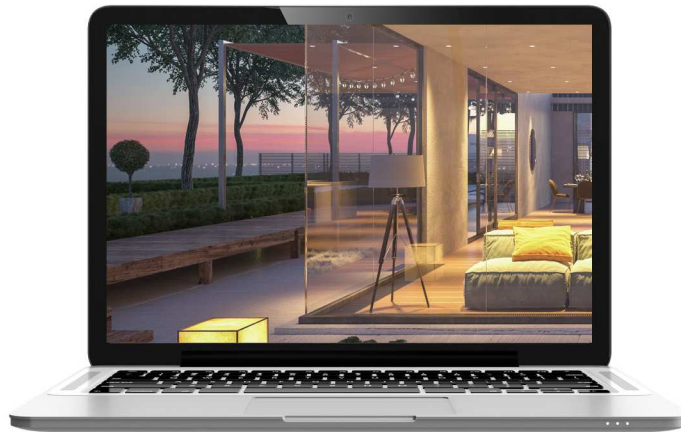
- PROVEN SUCCESS
- POSITIONING YOUR PROPERTY
- FULL SERVICE
- PRICING STRATEGIES

WHERE THE BUYERS ARE

While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online and with the help of a real estate professional.

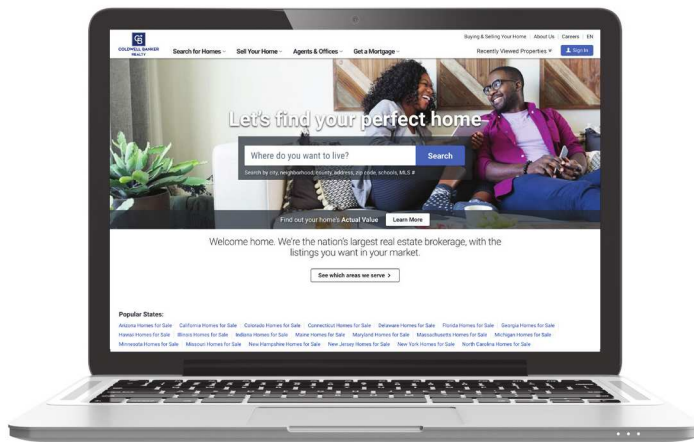
HOW BUYERS SEARCH FOR HOMES

Online	95% ¹
Real Estate Agent	87% ¹
Mobile Sites and Apps	74% ¹
Open House	53% ²
Yard Sign	41% ²
Online Video	40% ¹
Home Builder	19% ¹
Print Newspaper Advertisement	7% ¹



THE #1 MOST VISITED RESIDENTIAL REAL ESTATE BRAND ONLINE*

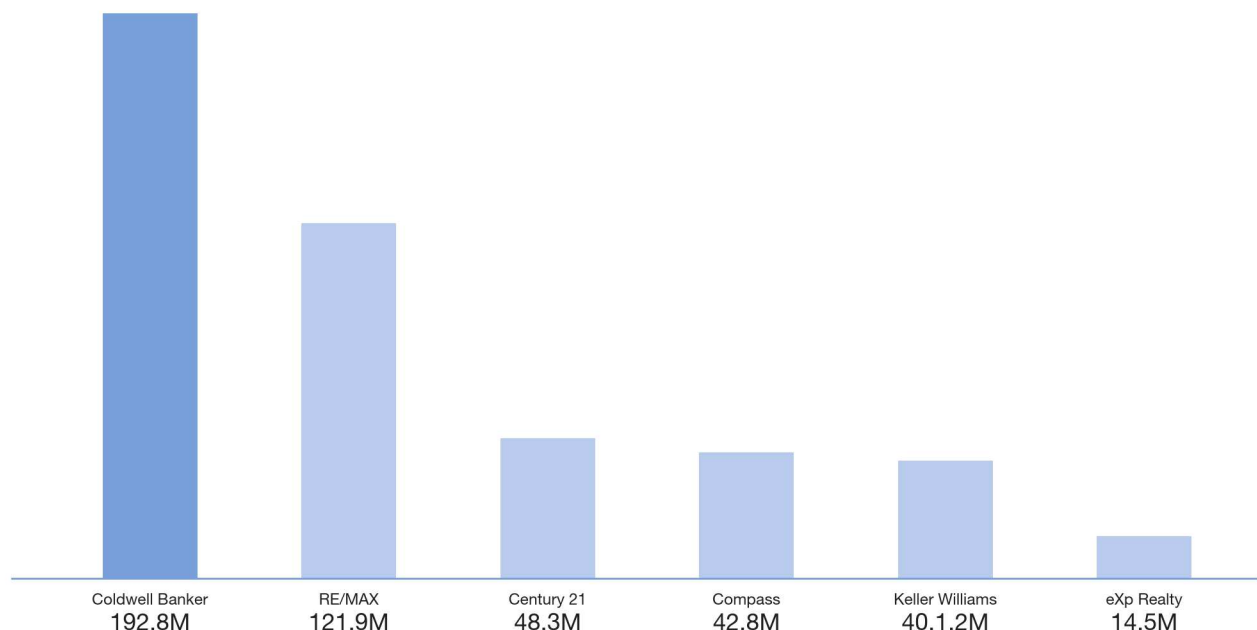
Home buyers are online, and more of them are visiting Coldwell Banker® sites than any other real estate company, which means your property gains better exposure and more qualified buyers.



192.8M*

Site visits to Coldwell Banker websites

*Reflects total website visits for 2021. Comscore 2021 Media Trends.





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.

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 secure online 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
- 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
- Manage all documents online for easy access by you and your agent
- 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

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 with a comprehensive 360-degree approach.



AGENT PROMOTION



TV ADVERTISING



OPEN HOUSE



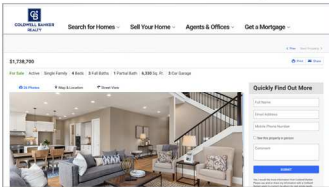
PRINT ADVERTISING



YARD SIGN



EMAIL MARKETING



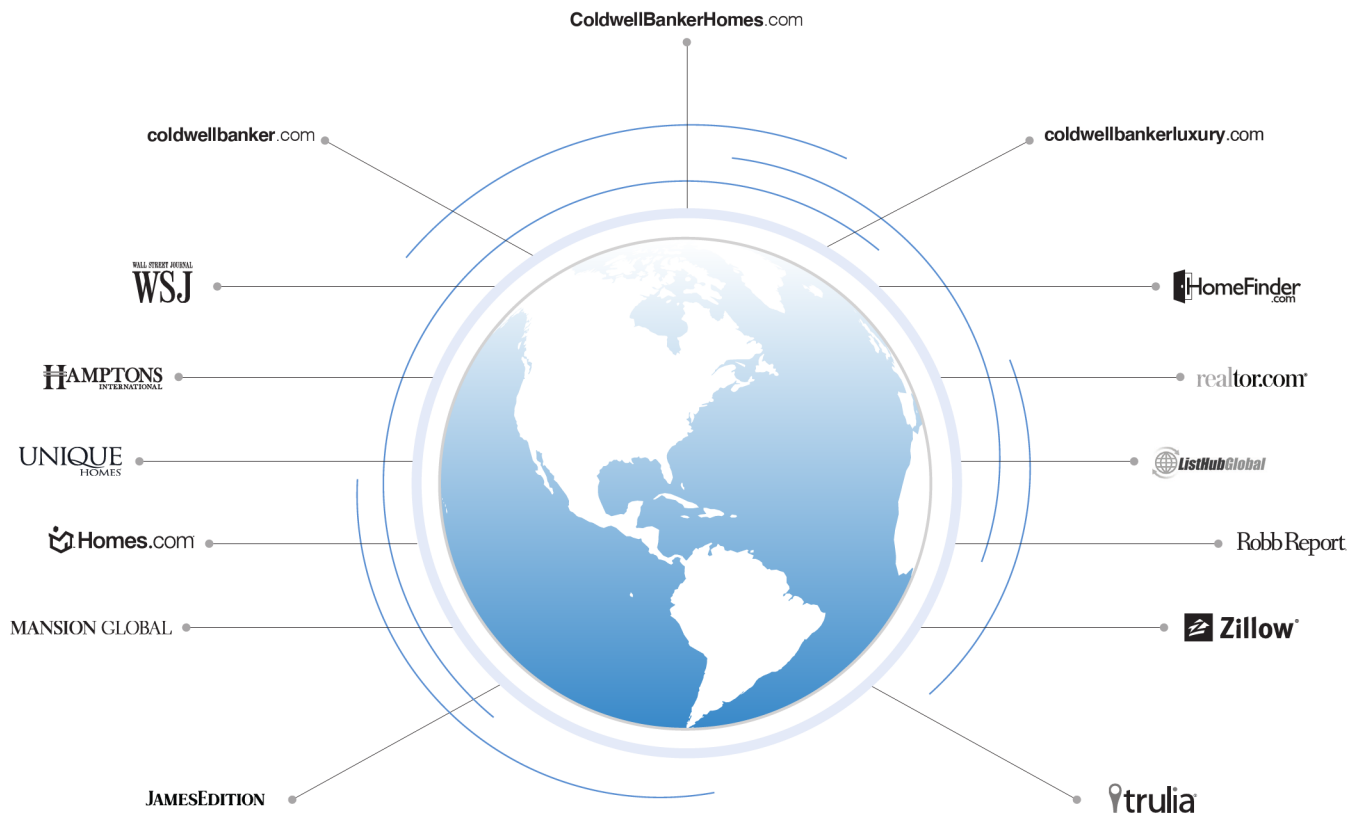
ONLINE AND SOCIAL MEDIA



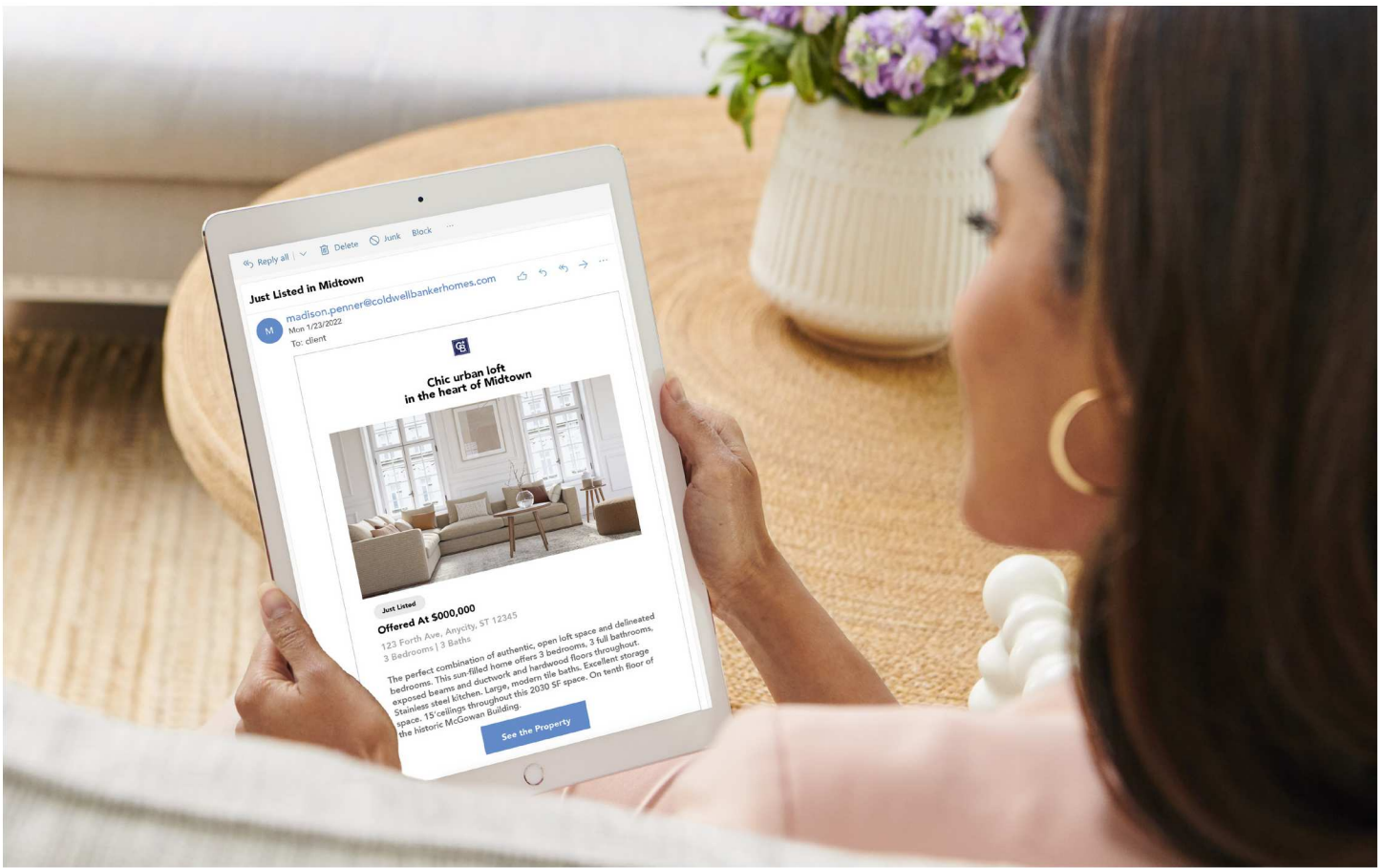
VIDEO

INTERNET MARKETING ADVANTAGE

Your home will be shown on hundreds of 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 to make your property look its very best.



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



ONLINE MARKETING THAT GETS RESULTS

EMARKETING REPORT

The unmatched Coldwell Banker® online presence drives potential buyers to your property. You will see the results in this monthly website traffic report, which shows both overall engagement on **ColdwellBankerHomes.com** as well as the number of site visits and listing views for the last month and past 12 months, number of saved searches and saved properties, international traffic and more. The report also provides the number of views that Coldwell Banker listings have received on some of the top real estate websites including **realtor.com®**, **Trulia** and **Homes.com®**.

ONLINE SHOWING REPORT

You'll know our comprehensive internet marketing strategy is working when you see the InSight online showing report – it tells you how many views or click-throughs your property received on major real estate websites like **ColdwellBankerHomes.com**, **coldwellbanker.com**, **realtor.com®**, **Trulia** and more. This demonstrates that your home is presented and priced to grab buyers' attention.



POPULAR PROJECTS INCLUDE

- CLEANING
- CURB APPEAL
- ELECTRICAL UPGRADES
- FLOORING
- CARPENTRY
- HANDYMAN SERVICES
- LANDSCAPING
- MOVING AND STORAGE
- PAINTING
- PLUMBING
- ROOM RENOVATIONS
- STAGING

MAXIMIZE YOUR SELLING PRICE*

Coldwell Banker Realty can help you make the needed improvements and repairs to prep your home for sale at no cost to you until closing, using our RealVitalize[®] program. No hidden fees, interest charges or markups. Most homes using the program sell at or above list price*.

HOW IT WORKS

- 1.** We'll work together to decide which home improvement projects will increase your home's value the most and set an estimated budget for the work.
- 2.** I'll enroll your home in the RealVitalize program and get you connected to our dedicated RealVitalize project consultant, who will source and schedule local vendors from Angi.
- 3.** Once we approve the estimates, the work gets completed on time and on budget. Angi guarantees your satisfaction with work quality.
- 4.** I list your home. You don't pay anything back until closing.

*Based on program data from January 1, 2021 to December 31, 2021. Not a controlled study; correlation does not equal causation. Results not guaranteed and past performance does not guarantee future results. ©2022 Coldwell Banker. All Rights Reserved. Not available in all states and only at participating offices. Void where prohibited. Terms and conditions apply. Execution of program agreement is required. Results not guaranteed. If listing doesn't sell within 12 months after first project completion, seller must pay back the full amount of program services. Not intended as a solicitation if your property is already listed by another broker. The RealVitalize logo and trademark are owned by Anywhere Real Estate Group LLC. All property enhancement services are provided by the applicable service provider affiliated with Angi, and not Coldwell Banker or any of its franchisees or affiliates.

A modern living room with large windows, a grey sofa, and a wooden shelf. The room features a grey sofa with a striped pillow, a wooden shelf with a microscope and books, and a large window with a view of greenery. The text "PROVEN SUCCESS" is overlaid on the image.

PROVEN SUCCESS

How powerful is the Coldwell Banker® brand?
The proof is in the results:
The average Coldwell Banker property sells for
20.7% higher than the National Association of
REALTORS® average price*.

*National Association of REALTORS® 2021 Average Sale Price: \$368,400.



FROM START TO FINISH






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

TITLE SERVICES – Mid-Atlantic Settlement Services can research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

WARRANTY SERVICES – A Coldwell Banker Home Protection PlanSM offers 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.

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Welcome to the Chesapeake Bay!

My name is Léopoldine, I am from France and my husband and I moved in Maryland in 2017.

We do enjoy the historic, close-to-nature, close-to-city life-style that the Annapolis area provides, and we also can't wait for our daughter to be old enough to learn how to sail.

As a French cuisine/good food/gathering friends/good wine lover I love kitchens. They became the heart of the house and modern open spaces allow to combine the warmth of family space and the energy of cooking while talking to your guests or your beloved ones. But in order to succeed you need to have a recipe, all the ingredients prep and ready in advance before starting cooking anything and you need the right utensils. It can take time and be stressful, difficult and sometimes disappointing but it can also be fun, simple and at the same time rewarding. Just like in Real Estate. To help you achieve your goal (dream house, pied-terre, investment) I have chosen to partner with the international real estate firm of Coldwell Banker Realty which gives me the edge in providing you with the kind of professional and personal service that I require for myself and my clients.

Languages:

English, French

All information provided is deemed reliable but is not guaranteed and should be independently verified.



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