

STRATEGIC MARKETING

MARKETING YOUR HOME

We offer one of the most powerful and comprehensive marketing programs to help you attract new clients and sell more homes. In addition to our industry-leading online strategy, we use a proven combination of traditional and cutting-edge methods to support you, including:

- National brand advertising
- Online advertising
- Listing Concierge
- Design Concierge
- 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



EXCLUSIVE PROPERTY MARKETING

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 service to my valued clients.

We are proud to deliver exceptional property marketing that is designed to attract attention, showcase your property's distinctive qualities and help your home sell quickly and for the best price. From professional photography to a single-property website, brochure, direct mail and TV promotion, we ensure that your property is uniquely positioned to sell.



Professional Photography

Up to 35 professional photos, plus virtual twilight photography, perfect for print and online to make your property look its very best

Upgraded photography options (select one of the following):

- Drone photography
- Interactive floor plan
- 3D tour



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



Property Tour

Professionally produced photo slideshow with narration



Print Advertising

Eye-catching property advertisement in our statewide *View* magazine, which is inserted into the region's prime print publications



TV and Online Promotion

Professionally produced spot featured on Coldwell Banker's TV show, *At Home on the Gulf Coast*, on ABC Sundays at 1 pm and posted on the *At Home in Florida* YouTube™ channel



Property Brochures

Beautiful, professionally printed property brochures to showcase your home



Silver Envelope Home Announcement

Stunning, trifold property announcements direct mailed to your neighborhood in silver envelopes that get noticed



Targeted Online Advertising

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



Area REALTOR® Notification

Agents at 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



Seller Update

Detailed report outlining everything that has been done to bring your home to market and maximize its exposure

VIEW MAGAZINE

Coldwell Banker Realty has the ability to showcase properties at a vast regional level through *View*, a magazine exclusive to Coldwell Banker® in Arizona, Chicago, Connecticut, Florida, New Jersey, New York, Southern California and Utah. The visually engaging, full-color magazine is distributed to consumers through direct mail each month, reaching hundreds of thousands of potential buyers in targeted ZIP codes throughout the region.

Additionally, homes advertised in *View* are featured on CBView.com, the online companion to *View* magazine.



CBX BUYER PROFILE

For your home's marketing to be effective, it needs to reach the right audience. That's where CBx comes in. An innovative tool developed exclusively for the Coldwell Banker® network, CBx uses big data to analyze your market, your neighborhood and more – then presents a profile of the most likely buyer for your home.

CBx Data Includes:

- Median age
- Average education level
- Homes with children
- Average family size
- Median commute time
- Average household income
- Median mortgage debt
- Increase in residents' income



BRINGING MORE BUYERS

Relocation Services

Thanks to our relationships with major relocation companies, we're the brokerage of choice for thousands of relocating, transferring and other special groups of buyers each year.

Global Relocation Partner

We receive thousands of incoming buyer referrals annually through our partnership with one of the largest relocation companies in the world, which provides services in 185 countries and to more than half of the Fortune 50 companies.

Affinity Network

Through our Affinity business line, we work with 25+ member-based programs to offer real estate services to relocating buyers across the country.

AARP

Our real estate benefits program with AARP offers its 38 million members a cash-back reward or bonus when they buy or sell a home, delivering valuable leads to agents.

Military Rewards Program

Military families can receive \$350-\$7,500 in cash back or rewards when they buy and/or sell a home with a participating agent through the Coldwell Banker Military Rewards program.





RELOCATION THE RIGHT WAY

With a reach that extends far beyond our local market, we can help you buy or sell real estate wherever life takes you. The advantages of working with us on your relocation include:

Relocation Certified Marketing Specialist

proficient in marketing relocation properties and specially educated to expertly manage all aspects of your relocation policy and ensure your relocation benefits are protected

Award-Winning Relocation Team nationally recognized and honored for relocation performance

Knowledge of Relocation Procedures and Technology including company reporting, paperwork management, vacant-home management and local closing transactions