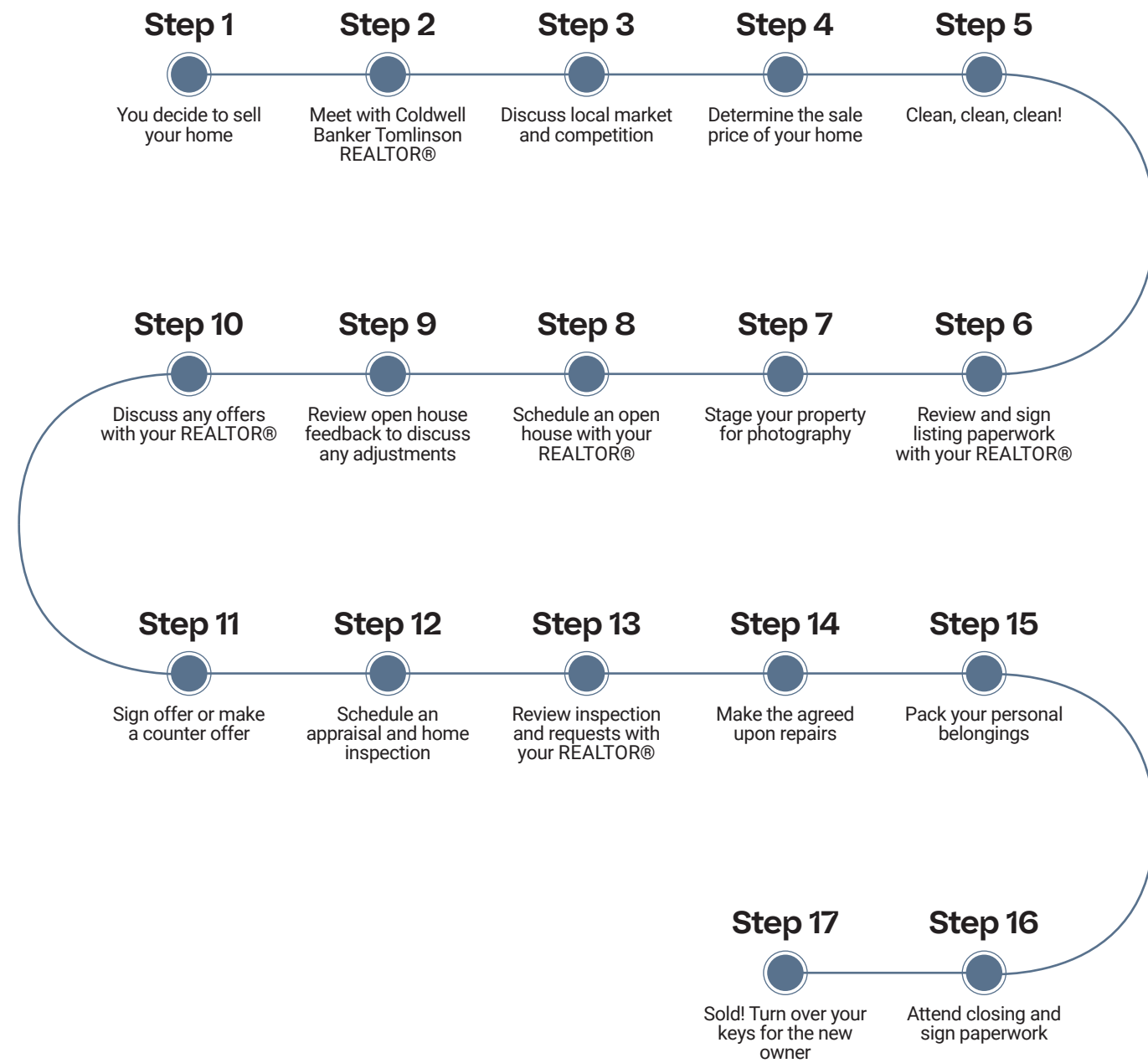


# The Home Selling Process

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



## Getting Started

Your home sale needs are one of a kind. Using the unmatched resources of the Coldwell Banker Tomlinson, 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

I am 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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# Seller Guide

YOUR COMPLETE GUIDE TO THE HOME SELLING PROCESS.



# List Your Home with Confidence

Selling your home is a big deal. The company that helps you should be, too. Our unique tools and services make selling your home simpler than ever, giving you advantages others can't.

## PROVEN SUCCESS:

Coldwell Banker® Real Estate practically invented modern-day real estate. With a foundation that includes over 116+ years of Coldwell Banker history and over 80 years of Tomlinson tradition, we are the brokerage of today – and tomorrow.

## STRATEGIC MARKETING:

Our industry-leading marketing programs use a proven combination of traditional and leading-edge methods to market your home.

## ONLINE IMPACT:

Home buyers are online – and our comprehensive online strategy is designed to connect and engage with today's home buyers to ensure that no potential buyer for your home is missed.

## FULL SERVICE:

We are your partners in all aspects of the home-sale process. Our in-house teams will ensure you receive complete assistance from beginning to end, giving you one-stop-shop convenience.

# Preparing to Sell

A home that looks its best is more likely to sell faster and for a better price. Here are a few tips from the experts for preparing your home for market and staging it for showings.

## ROOMS:

- Touch-up or repaint walls, trim and ceilings
- Clean or replace carpeting
- Clean curtains, shutters and blinds
- Clean fireplace, mantle and surrounding areas
- Update decor - pillows, bedspreads, towels

## OUTSIDE:

- Repaint or touch up trim
- Make needed repairs
- Wash windows and screens
- Trim trees, hedges, shrubs
- Weed, feed lawn and maintain mowing

## KITCHEN & BATH:

- Clean appliances inside and out
- Clear out & clean cabinets, drawers and pantry
- Clean, repair or replace faucets and fixtures
- Declutter counters
- RegROUT sinks, tubs and showers

## BEFORE EACH SHOWING:

- Open all draperies and window shades
- Turn on all lights
- Open windows to circulate fresh air
- Set thermostat to comfortable temperature
- Open all the doors between rooms
- Place fresh flowers on kitchen table
- Make sure home smells inviting
- Store valuables in a safe or in a locked closet
- Make beds
- Pick up toys and clutter
- Neutralize and depersonalize

## ENTRANCE:

- Check doorbell and replace light-bulbs
- Put out new welcome mat
- Clean, repair or repaint front door
- Sweep walkway

# Positioning Your Property

Great marketing isn't just about waiting for a buyer to come your way – it's active promotion that targets likely buyers where they are, whether that's online, around town or across the country.

## 1. PREPARING

- Make necessary repairs & upgrades
- Remove clutter
- Clean areas of the home

## 2. PHOTOGRAPHY

- Stage & take professional property photos
- Additional services available (aerial photos, 3D tour scans, videography)

## 3. LISTING LAUNCH

- Announce to our offices
- Syndicate to 50+ websites
- Exposure to Coldwell Banker global network

## 4. SIGNAGE

- Place yard signs
- Setup open house signs as needed

## 5. DIGITAL CAMPAIGN

- Post "Just Listed" announcement to social
- Generate property slideshow website
- Promote with social media ads as needed

## 6. EMAIL CAMPAIGN

- Announce listing to MLS audience
- Announce listing to all CBT agents

## 7. PRINT CAMPAIGN

- Print property flyers
- Mail "Just Listed" postcards to neighbors
- Any additional print advertising as needed

## 8. SHOWINGS

- Host public open house events
- Gather & communicate feedback
- Schedule showings



# Pricing Strategy

With my comparative market analysis (CMA) – which includes intelligence on homes like yours that are off, on and pending in the market – I'll develop a competitive pricing strategy that signals your home's value and generates buyer excitement.



# Pricing Right

Today's home buyers are more knowledgeable than ever, with many doing their own comparison research. Intelligent pricing is one of the most critical aspects of a successful sale – no matter how perfect your home is, you'll miss out on potential buyers if its price doesn't align with similar properties selling in your market.

By considering market factors and local competition, I'll thoroughly assess your home and suggest an optimal price from the start, so it generates the most activity from real estate agents and buyers.

IF THE ASKING PRICE IS:	THE PROPERTY APPEALS TO:
CURRENT MARKET VALUE	95% OF BUYERS
5% OVER MARKET VALUE	50% OF BUYERS
10% OVER MARKET VALUE	30% OF BUYERS
15% OVER MARKET VALUE	20% OF BUYERS