



COLDWELL BANKER
TOMLINSON

Seller Guide

YOUR COMPLETE GUIDE TO THE HOME SELLING PROCESS.



Guiding People Home

The Coldwell Banker® brand is the North Star of the real estate industry, guiding people to the homes of their dreams for over 119 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.





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 119+ 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.

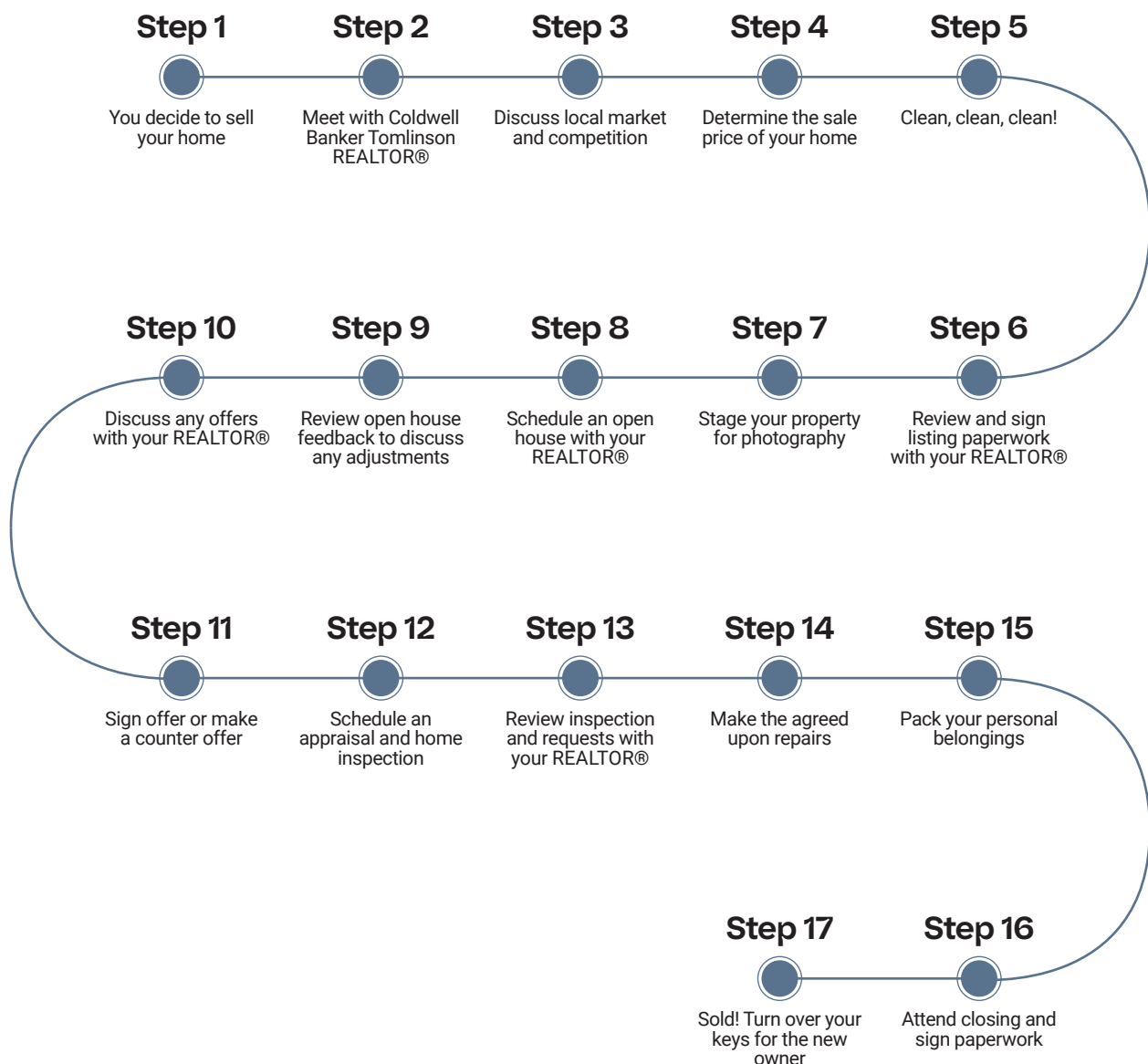
FULL SERVICE:

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.



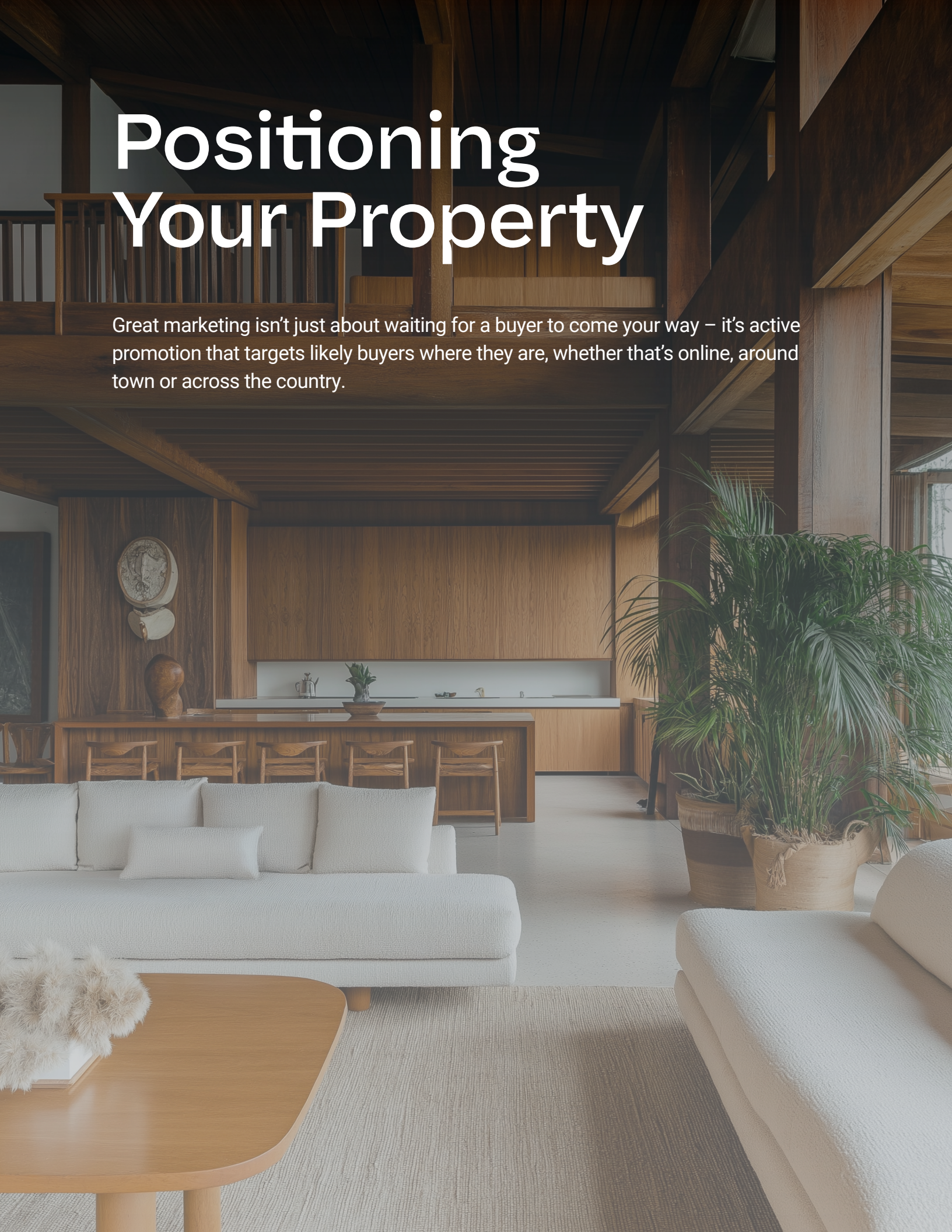
The Home Selling Process

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



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.



Marketing Process

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





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

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

ENTRANCE:

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

OUTSIDE:

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

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



Showing Your Home

As soon as your home is on the market, buyers will want to experience your home's merits in person. Your property needs to be in the best possible light when you are hosting a showing or an open house. Here are some tips I advise in preparing your home for an excellent showing.

DEPERSONALIZE THE HOUSE:

Help the buyers envision themselves living in the house. When hosting an open house, it's a good idea to remove all traces of personal items.

FRESHEN YOUR HOME:

First impressions are powerful. Boost your curb appeal and make sure that your potential guests experience a "wow" factor when they initially lay eyes on your home.

ASK FRIEND TO DO A WALK-THROUGH:

Ask a trusted friend or neighbor to walk through your home. You want to know if you overlooked any important details. It's better to hear feedback from a friend than to miss a potential sale.

OUTSIDE:

- Vacuum, sweep all flooring surfaces
- Dust all surfaces
- Clean window panes and wipe down ledges
- Clean splatters and fingerprints from the stove, oven, refrigerator and microwave
- Empty trashcans
- Clean and put away dishes (including those inside the dishwasher)
- Clear cobwebs from home exterior and garage
- Clean the grime that builds up on light switches, door handles and baseboards
- Organize your closets and drawers (buyers like to look in the hidden places)



Photography

If a picture is worth a thousand words, then beautiful high-quality images could be worth thousands of dollars when selling your home. I'll make your property look its very best, thanks to professional photography that encourages buyers who are browsing online to slow down and take notice.

360° Property Marketing

Our comprehensive, full-circle approach applies the ideal combination of marketing elements and strategies – to promote your property effectively and to the right audience.

- AGENT PROMOTION
- ADVERTISING
- OPEN HOUSE
- YARD SIGN
- PRINT ADVERTISING
- ONLINE & SOCIAL
- EMAIL MARKETING
- VIDEO

100%

OF HOME BUYERS USE THE INTERNET*

Online exposure is critical to getting a competitive price and a fast sale for your property. Thanks to my digital marketing expertise and Coldwell Banker Tomlinson's powerful online presence, I'll get your home seen and sold.



*National Association of REALTORS®
2024 Profile of Home Buyers and Sellers.



Expanded Audience

My comprehensive online marketing strategy includes detailing your property's critical selling points and posting photos on the most visited real estate websites in the world. The result? Your home gets showcased on dozens of high-traffic sites – putting it in front of potential buyers everywhere.

COLDWELLBANKER.COM

REALTOR.COM®

HOMEFINDER.COM

TRULIA.COM

HOMES.COM®

ZILLOW.COM

HOTPADS.COM

Single-Property Website

Show buyers your home is worth the investment with a single-property website. Unlike listing sites where your home is forced to compete for attention with similar properties, ads and other distractions, a single-property website keeps the focus on your home. I will promote this unique site to potential buyers throughout the property marketing campaign and on social media.



Social Media

Today's buyers are active on social media, which is why I'll heavily promote your property no social to generate buzz and attract attention. Coldwell Banker® media channels reached millions of consumers in 2024

OVER 877 MILLION
MEDIA IMPRESSIONS¹

2,944,180
ENGAGEMENTS²

112,215,894
VIDEO VIEWS³

42,374,478
LINK CLICKS¹

1.2M
FOLLOWERS⁴



1. 2024 Sprout Social, Listing Concierge and Media Agency Reporting. 2. 2024 Sprout Social and Media Agency Reporting. 3. 2024 Sprout Social and Listing Concierge Reporting. 4. Sprout Social Reporting 01/01/2024-12/31/2024.



88%

RELY
ON
AGENTS*

For many people, buying a home is one of the largest financial transactions they'll make, which is why 88% of them rely on an agent to be their guide.

*National Association of REALTORS® 2024 Profile of Home Buyers and Sellers.



Gain More Exposure

Your home will be shared with our national network of Coldwell Banker Tomlinson agents creating even more opportunities to match your home with interested buyers.

By engaging with my network early on, we take advantage of the initial buzz around new property availability – increasing buyer interest and driving your home's value perception for a faster sale.



Email Marketing

Your property announcements will reach a targeted segment of my exclusive email list and are an easy yet effective way to connect with buyers, agents and their networks. These emails feature a beautiful photo of your property as well as detailed information and a link so they can quickly access all the details.



Print Marketing

When paired with digital marketing, specialty marketing – like direct mailers – serves to set your listing apart and remains an effective add-on for connecting with buyers in your area. It's also a resourceful way to tap into your neighbors' networks, creating an opportunity for them to notify their family and friends who are looking for a home.

50%

ATTEND OPEN HOUSES

What better way to experience your home than in person? Many buyers agree there are distinct advantages to attending open houses to find their new home.



Open House Options for Every Buyer

I'll leverage my wide network of buyers and agents to spread the word about the virtual or in-person open house, driving strong attendance and giving interested buyers the chance to experience the home up close.

TRADITIONAL OPEN HOUSE:

With proper safety measures and precautions in place, open house events are a fantastic way for buyers to connect with the space and the neighborhood.

VIRTUAL OPEN HOUSE:

Buyers shop for homes online, and with a virtual open house I can access your target audience quickly, wherever they are.

PRIVATE SHOWINGS:

With your permission, serious buyers and their agents can schedule an appointment with me so they can explore your home without the distraction of other buyers.

BROKER OPEN HOUSE:

One of the most powerful ways to debut your home is by hosting a broker's open house, where I invite my network of real estate industry contacts to tour your property. The sooner other brokers and agents know about your home, the sooner they can match it to their current buyers. It's word-of-mouth marketing at its best.



Full Service From Start to Finish

Coldwell Banker Tomlinson is your partner in all aspects of the home sale process. Our primary services ensure you'll receive complete assistance from start to finish – giving you one-stop-shop convenience.

WARRANTY SERVICES:

A home warranty provides that extra measure of security that makes buyers feel more comfortable and confident in the purchase of your home.

MORTGAGE SERVICES:

If you're also interested in finding your new dream home, I can support you with your home search and connect you with a mortgage broker that offers incredibly competitive rates, fantastic customer service and a fast, simple process.

TITLE SERVICES:

I can recommend a title provider that will research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

INSURANCE SERVICES:

I have connections with a variety of insurance companies that offer competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.

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.





Comparative Market Analysis

A comparative market analysis is a report that pulls data from the multiple listing service based on buyer and seller activity in your area. I'll use this intelligence to establish an ideal listing price for your home that's competitive and appeals to buyers.

KEY CMA DATA INCLUDES:

- Comparable properties in your area that recently sold
- Comparable properties in your area that failed to sell
- Pending sales in your area
- Comparable active listings in your area

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



Negotiation Strategies

To get the most out of your home sale – and avoid putting yourself at a disadvantage – you’re going to want an agent who knows how to negotiate. It’s my job to get you the best possible price. And with data from my comparative market analysis and my tried-and-tested negotiation techniques, I’ll build a strong case so you get top dollar.

Breakdown of Buyer's Agent Compensation Options

Whether to offer compensation to a buyer's agent, and the amount of compensation you may decide to offer, is purely your choice. There is no legal or other obligation to offer such compensation.

HOW A BUYER'S AGENT IS PAID IF YOU **OFFER COMPENSATION**

1. You have offered to pay the commission due to the buyer's agent. In this case, the commission obligation will be paid by you out of the funds paid to purchase your home.
2. You have offered compensation consisting of only a portion of the commission due to the buyer's agent. This would require the buyer to pay any portion of the commission not paid by you. Alternatively, the buyer could condition the purchase offer on you paying the full commission obligation.

HOW A BUYER'S AGENT IS PAID IF YOU **DO NOT OFFER COMPENSATION**

1. You have not offered to pay any portion of the commission owed to the buyer's agent. In this case, the buyer can include a requirement that you pay the commission obligation as part of the offer made on your property.
2. You do not agree to pay the buyer's agent commission, in which case the buyer would be responsible for the commission.

Global Reach

Through our affiliation with the Coldwell Banker® brand, we have access to a nation and global network of well-connected real estate agents, allowing us to capture more leads and sell your home faster.

COLDWELL BANKER® WORLDWIDE IN (2024)

96,000+
REALTORS®

2,900
OFFICES

45
COUNTRIES & TERRITORIES



Strength in Numbers

We have Coldwell Banker Tomlinson offices and REALTORS® across our regions, actively bringing in buyers and creating more opportunities to showcase your home.

COLDWELL BANKER TOMLINSON IN MARKET (2024)

392	5	1.54B	3,391
REALTORS®	REGIONS	SALES VOLUME	CLOSED UNITS





A Culture of Caring

We're passionate about giving back to the communities where we live, work and play. Through financial contributions, volunteering our time and donating essentials, we support an array of local non-profit organizations dedicated to improving the quality of life for all who call our region home.

CAUSES WE'VE SUPPORTED ACROSS ALL OF COLDWELL BANKER TOMLINSON:

- St. Jude
- See Spot Walk Fundraiser
- Doers of Good Veterans Event
- Turkey Tuesday Fundraiser
- Meridian Elementary Bake Sale
- Rake up Boise
- Boise/Eagle Paint the Town
- Boise Angels Golf Tournament
- Idaho Falls Dash For Downs
- Tree of Sharing (Spokane, Boise, Tri-Cities)
- Back Packs For School
- Regional Food Drives
- Homes of Hope
- United Way
- Family Promise
- Seattle Children's Hospital
- 2nd Harvest
- Wishing Star Foundation
- Domestic Violence Services of Benton & Franklin
- Bloomsday Run
- Challenge Air
- Vanessa Behan
- Coats 4 Kids
- Children's Home Society of Washington
- ...and many more



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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TOMLINSON



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