



COLDWELL BANKER  
COAST REALTY

# REAL ESTATE EXPERTS

The power and reach of the Coldwell Banker Brand stretch across 43 countries and territories including the United States and Canada. The Coldwell Banker brand presence consists of approximately 3,000 offices worldwide in the following countries and territories.

United States	England	Puerto Rico
Andorra	France	Romania
Argentina	Germany	Singapore
Aruba	Grenada	Spain
Bahamas	India	St. Kitts and Nevis
Bermuda	Indonesia	St. Maarten
British Virgin Islands	Ireland	St. Martin
Canada	Italy	Thailand
Cayman Islands	Jamaica	Turkey
China	Malta	Turks & Caicos
Colombia	Mexico	United Arab Emirates
Costa Rica	Monaco	Uruguay
Curaçao	Netherlands	U.S. Virgin Islands
Cyprus	Panama	
Dominican Republic	Portugal	
Egypt		

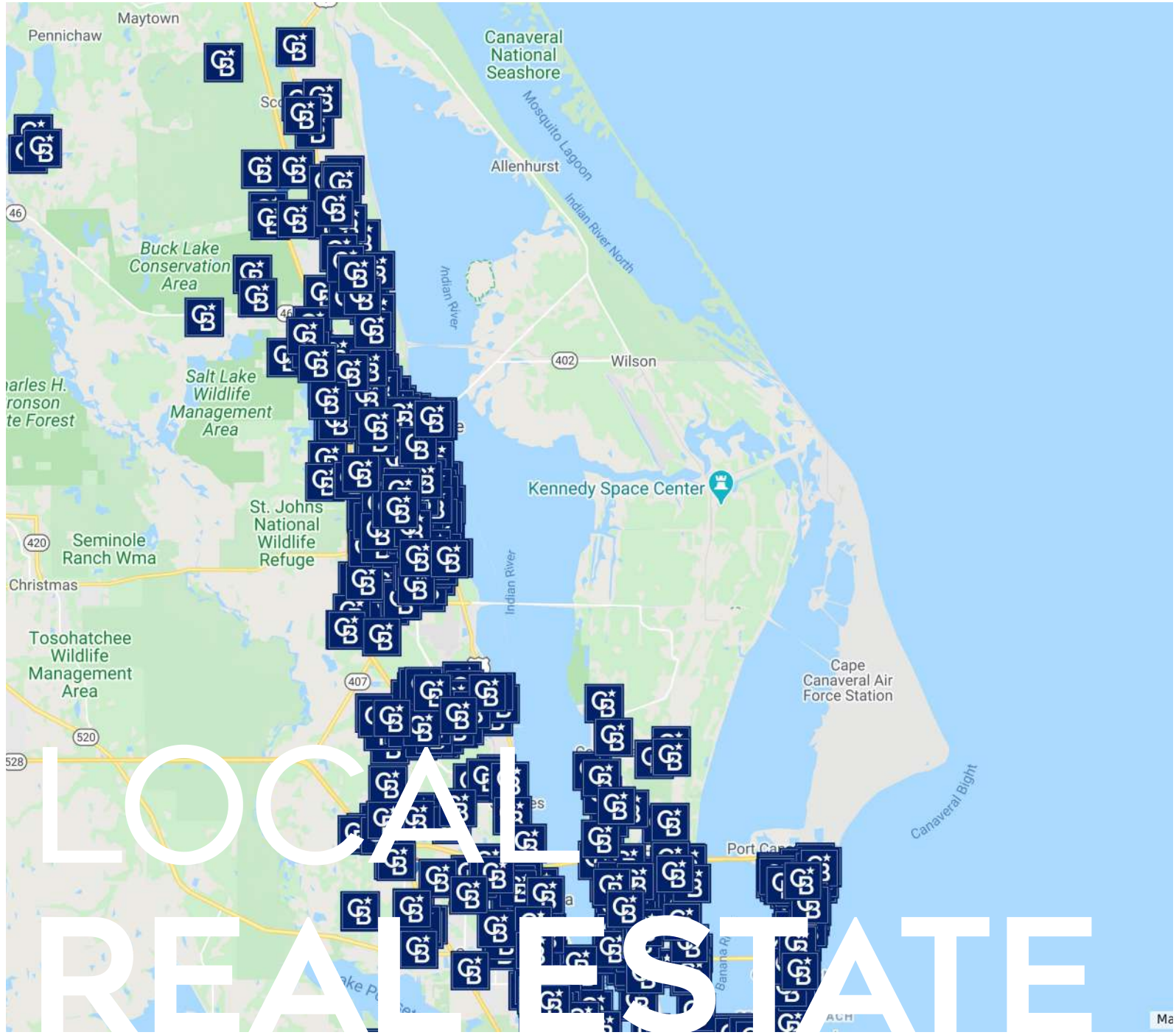
# GLOBAL PRESENCE

## Coldwell Banker Statistics

for 2019

<b>Number of Transaction Sides:</b>	684,981
<b>Average U.S. Sales Price:</b>	\$350,557 (13.7% HIGHER THAN THE NAR 2019 AVERAGE*)
<b>Total U.S. Sales Volume:</b>	\$240.1 Billion
<b>Number of Transactions Over \$1MM in the US:</b>	27,575
<b>Number of Sales Associates Worldwide:</b>	Over 94,000 Realtors

\*National Association of REALTORS® 2019 Average Sale Price: \$308,400\*



## Coldwell Banker Statistics

for 2019

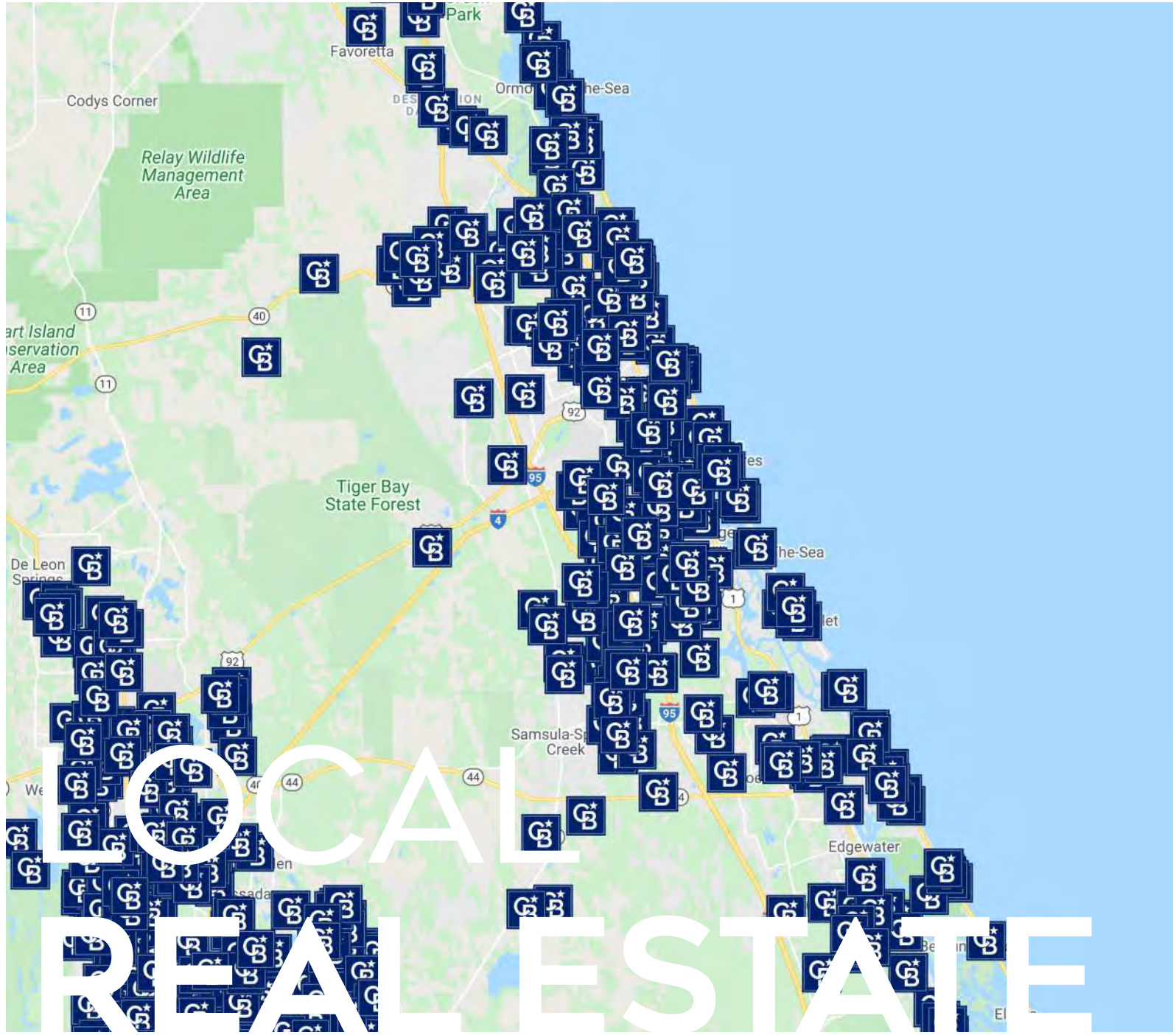
**We are experts in our Local Market.**

**Number of Transactions:** 2,924

**Total Volume:** \$448.6 Million

**Market Area:** Brevard County

Transactions through Coldwell Banker Coast Realty as well as other Coldwell Banker branded offices within the 2019 calendar year. Data courtesy of local MLS(s).



## Coldwell Banker Statistics

for 2019

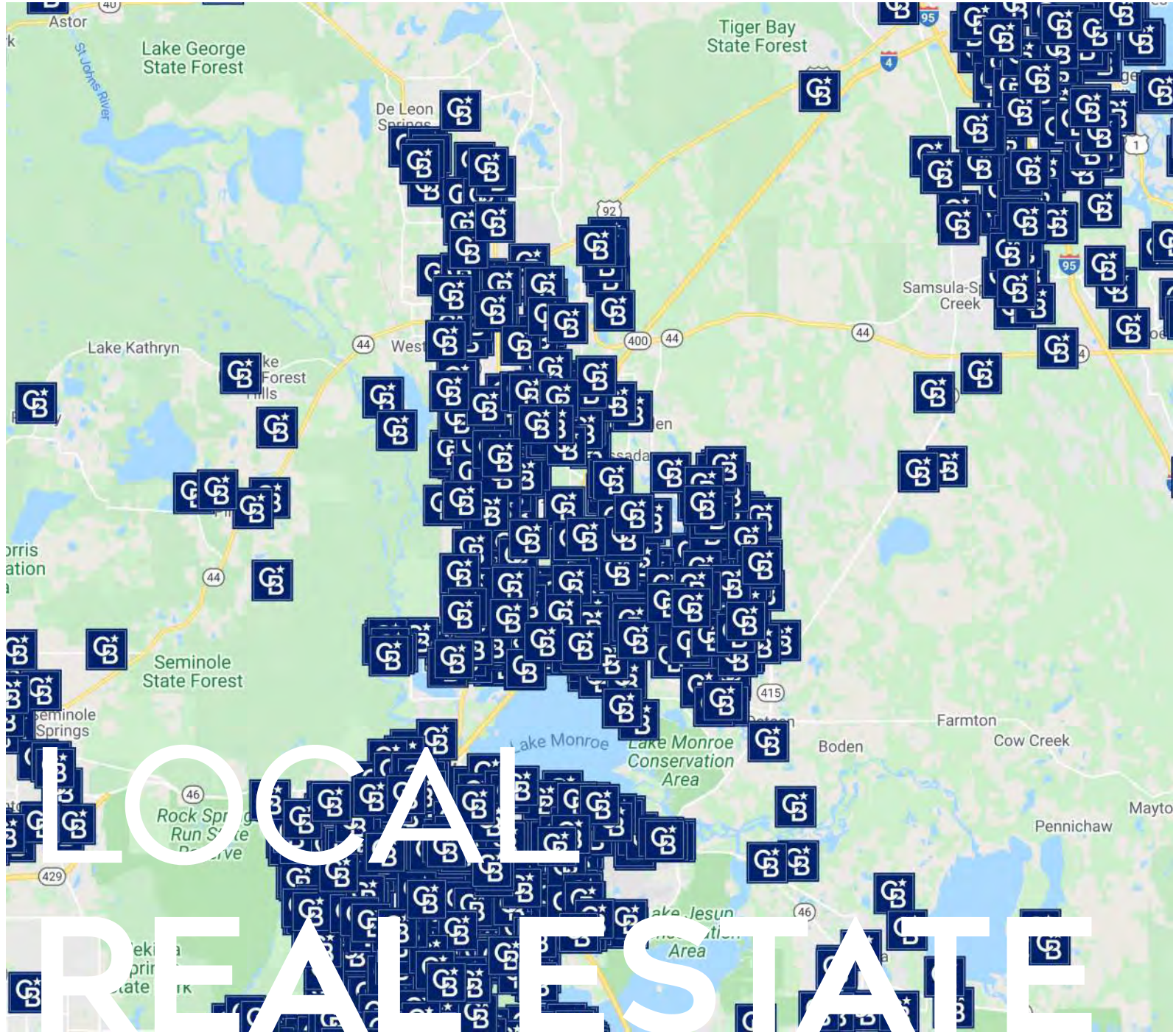
**We are experts in our Local Market.**

**Number of Transactions:** 993

**Total Volume:** \$242.4 Million

**Market Area:** Volusia County

Transactions through Coldwell Banker Coast Realty as well as other Coldwell Banker branded offices within the 2019 calendar year. Data courtesy of local MLS(s).



## Coldwell Banker Statistics

for 2019

**We are experts in our Local Market.**

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MARKET  
READY



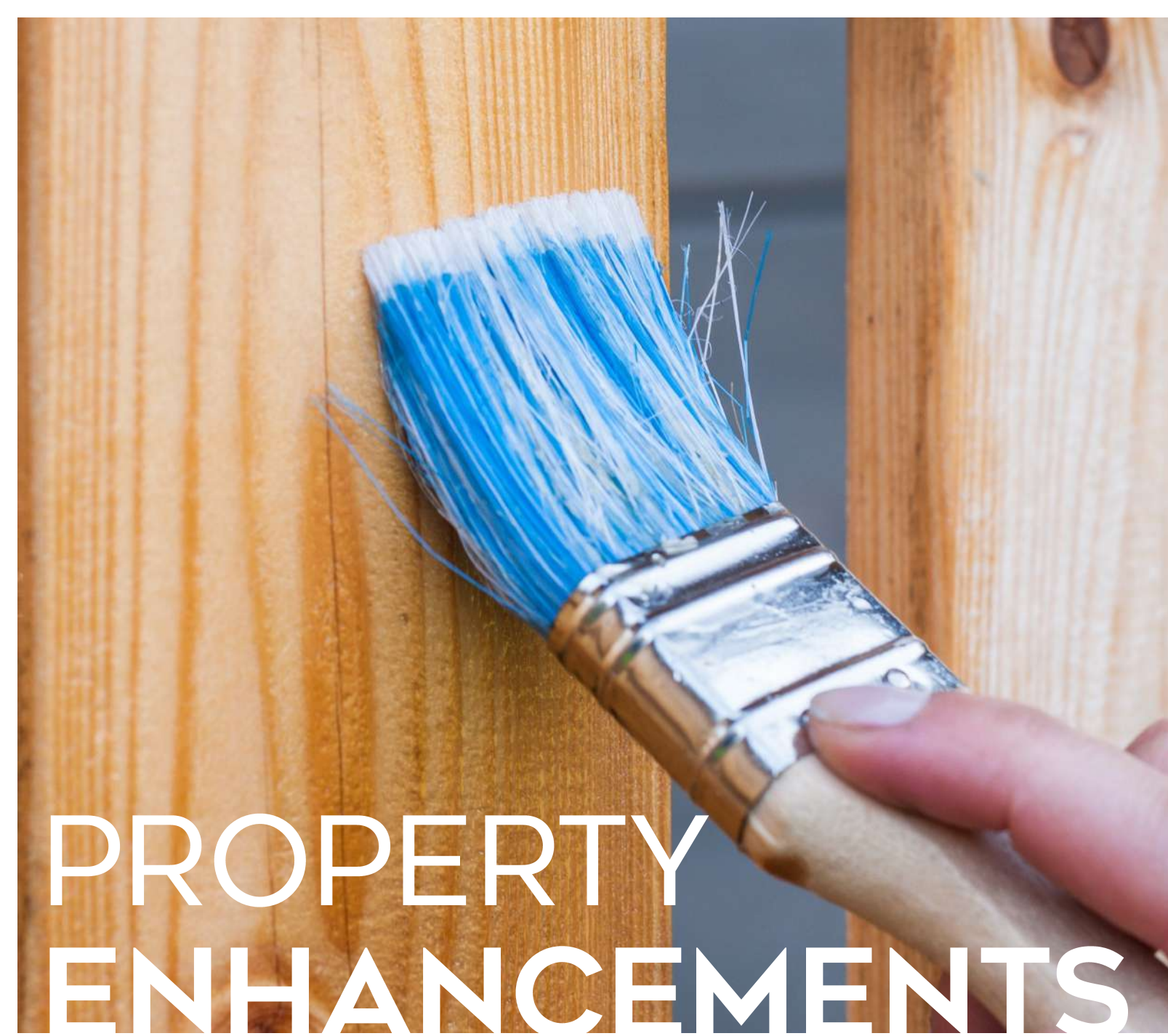
# LISTING PREPARATION

## Listing Preparation

**Research Property. Highlight Key Features. Schedule Marketing Plan. Execute.**

Gather Property Information; living spaces, lot dimensions, determines suitable financing types, upgrades, finishes, and positive attributes of the property.

We coordinate with Sellers to determine the best timeline to bring the property to market. Timing can be everything.

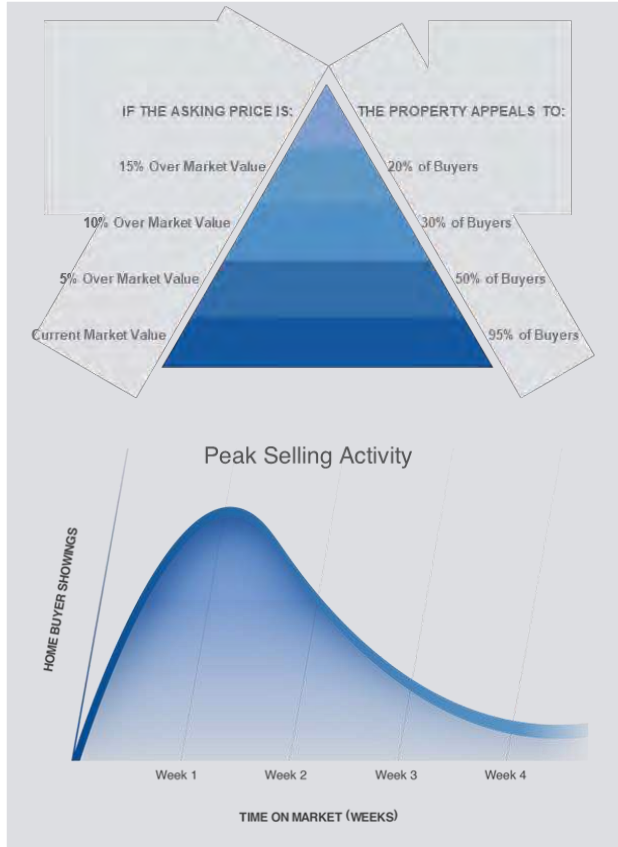


## Property Enhancements

**Leverage Curb Appeal. Focus on Return. Cost Effective.**

It's important to focus on improvements that will either save time on the market or create value towards the purchase.

Most common improvements include; paint, replace fixtures, pressure washing, removing personal items, and removing any unnecessary clutter.



# PRICING STRATEGY

## Pricing Strategy

**Review Comparable Sales. Address Market Competition. Evaluate DOM & Timeline.**

When pricing our listings our primary focuses are the goals and timelines of our Seller.

Main factors that affect price are Competition, Days on Market, Recent Comparable Sales, Market Trends and Market Exposure.

Setting the Price shouldn't be a guess.



## Property Signage

**Quality Matters. Clean Panels. Attractive Hang Arm Posts.**

We take pride in the signage we place on our Properties our Listings deserve it.

First impressions are everything, and the first thing a Buyer focuses on when arriving at the Property is our Sign.

A black combination padlock is positioned on the left side of the image. To its right are three blue Supra iBox BT LE Bluetooth Smart lockboxes, arranged in a row and slightly overlapping. The lockboxes are cylindrical with a handle at the top and a keyhole on the front. The text 'Supra iBox BT LE Bluetooth SMART' is embossed on the front of the lockboxes. The background is a blurred indoor setting.

# SAFER LOCKBOXES

## Smart Lockboxes

**Safe. Secure. Enhanced Tracking.**

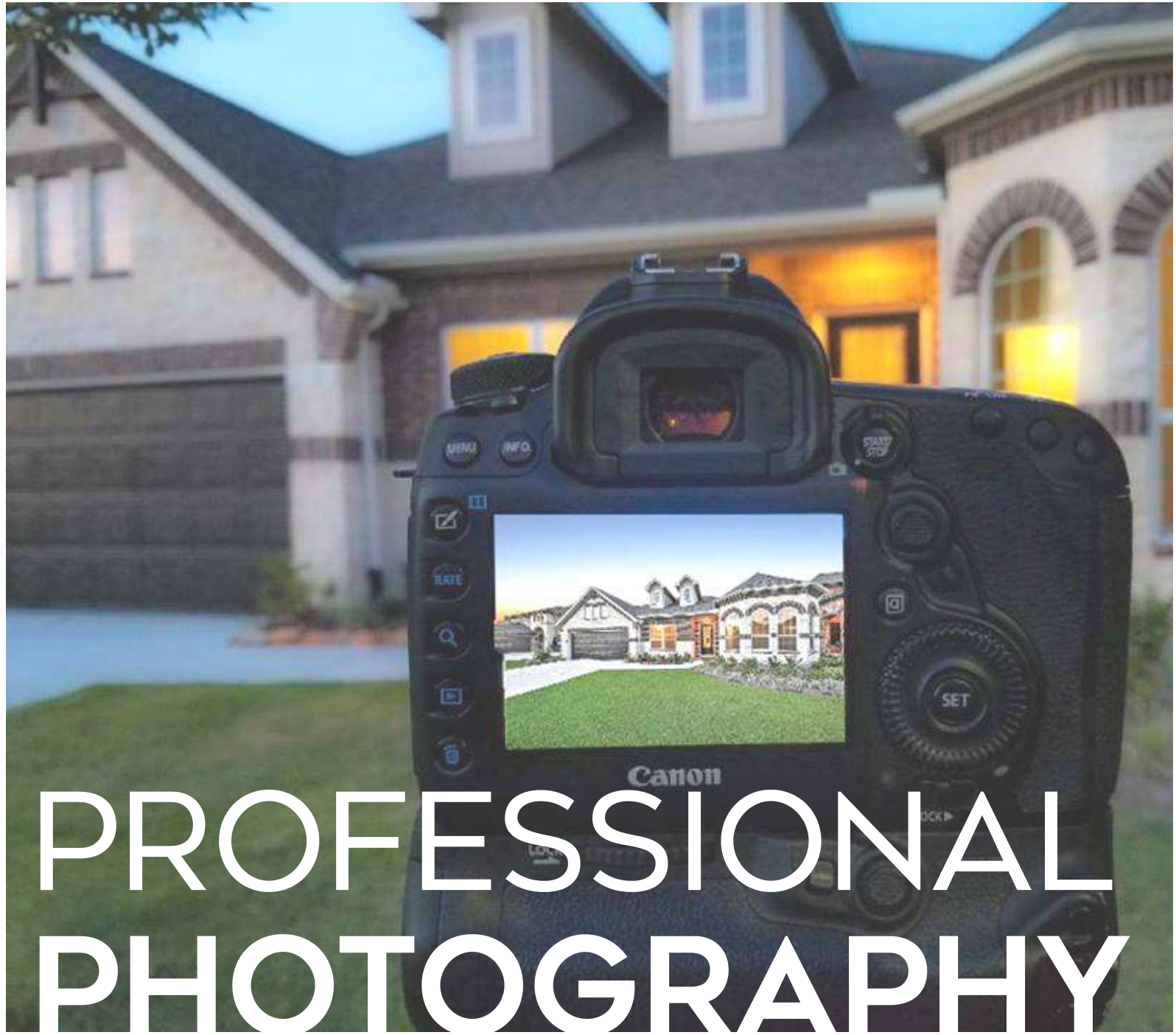
Safety is a major concern for many of our Sellers and is extremely important to us as well.

We offer Supra Lockboxes when safety is a concern for our Sellers.



OUR

MARKETING



# PROFESSIONAL PHOTOGRAPHY

## Professional Photography

**High Definition. Wide Angle. Showcase the Property. Attract more Buyers.**

We only have one chance to make a first impression.

On average homes sell 32% faster with high quality or professional photography.

Buyers spend 60% of their time looking at listing photos, and only 20% each on the listing description and agent description.



## **Aerial Photography**

**Drone Photography. Creates Attractive Angles.**

A picture is worth a thousand words. Aerial Photography brings more into the picture.

First impressions are the key to bringing more buyers.

Provides an opportunity to produce those unique perspectives that ultimately can sell the property.



Single Family

VIRTUAL  
TOURS

You  
Tube

vimeo

## Leverage Virtual Tours

**Increases Search Rank. Higher Click Rate. Greater Search Results.**

Properties with Virtual Tour links will rank higher in Buyer Searches.

Improves opportunity to directly connect with Buyers when searching the Property Address.

Improved rankings leads to a higher click rate and additional showings.



# INTERNET MARKETING

## Internet Marketing

**Global Exposure. Local Presence. Unmatched Web Presence.**

Over 95% of Home Buyers use the internet as a part of their search process. With 63% of homebuyers scheduling their showings from homes they found online.

Listings are featured on Partner Sites as well as; Local Company Sites, Exclusive Listing Websites, and My Personal Website & Brand Sites



## Social Media Advertising

**Targeted Advertising. Engage with Prospective Buyers.**

We utilize Social Media by creating sponsored posts, putting your home in front of potential home buyers.

Coldwell Banker has remained the #1 Most Visited Real Estate Brand Online.\*

*Source: comScore 2019 Media Trends.*



## Direct Mail Advertising

**Delivered to Neighbors. Showcase the Home. Generate Neighborly Buzz.**

We send Postcards to local Owners' Primary Residence.

Provides an opportunity to notify local investors of availability.

Inform those who have friends and family who would have interest in moving to the area.



## Exceptional Open Houses

**Advanced Scheduling. Ample Signage. Targeted Advertising. Enhance Exposure.**

Open Houses create Neighborhood Awareness.

Provides an opportunity to outrank competition on Partner Sites such as;  
Realtor.com, Zillow, Trulia, & Homes.com.

Added potential for Multiple Offer Situations.



# BUYER TARGETING

## CBx Buyer Profiles

**Analyze Neighborhood Profile. Targeted Demographics. Greater Advertising Efficiency.**

We use the following Data Points to effectively Target Potential Buyers;

Median Age, Average Education Level, Homes with Children, Average Family Size, Median Commute Time, Average Household Income, Median Mortgage Debt, and Increases in Resident's Income.



# LISTING WEBSITES

## Exclusive Listing Websites

**Gives Homes it's Own Place on the Web. Central Point for Marketing.**

We create websites for all of our Listings, giving us a place to direct online marketing efforts

Helps your home stand out among the competition.



# EMAIL MARKETING

## eMail Marketing

**Sent to Local Active Realtors and Potential Buyers.**

We send emails for our New Listings and Open Houses to the most active Realtors in our Market.

Our goal is to attract as many prospective buyers as possible, regardless of representation.



## Open Communication

**Consistent follow-up. Provide feedback. Stay in-tune.**

Feedback from prospective Buyers and Cooperating Brokers helps us determine the best path for any listing or marketing adjustments.

We set our Communication Schedule to be in line with our Seller's schedules and time constraints.



## Under Contract

**Acceptable Terms. Proper Scheduling. Path to Close.**

Selecting the appropriate offer comes with understanding our Sellers goals and offering suggestions that will likely bring us to a successful close.

Sellers can save both time and money by if they understand all of their options and knowing their market.

We are not and do not claim to be real estate attorneys. We always recommend consulting with the appropriate legal counsel.



# CLOSING

## Closing

**Clear to Close. Final Walkthrough. Celebrate.**

The day of Closing is the result of effective planning and a clear line of communication with our Sellers.

We focus on aligning the Closing with the Goals of our Seller to ensure a smooth transition.