

# Home Sellers' Guide



**COLDWELL BANKER | REALTY**



# PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal. The company that helps you should be, too. For more than 115 years, the **Coldwell Banker®** brand has been one of the world's best known and trusted names in real estate, giving you advantages other companies can't.

- Proven Success
- Online Impact
- Strategic Marketing
- Full Service

I will guide you every step of the way – making sure you know what to expect, answering your questions and helping you determine the right price to attract buyers and sell your home quickly.



# LEADING THE WAY

## Over a Century of Excellence

Coldwell Banker Real Estate practically invented modern-day real estate. Founded in 1906 on the principles of honesty, integrity and always putting the customer first, we changed the industry then and continue to do so today.

## Global Network

Through non-stop innovation and forward thinking, the **Coldwell Banker®** brand has grown to become one of the most well-known and trusted names in real estate around the globe. Today, there are more than 100,000 agents working out of 2,900 Coldwell Banker offices in 41 countries and territories.

Wherever your home's buyer might be, we're there, too.

100,000+  
AGENTS

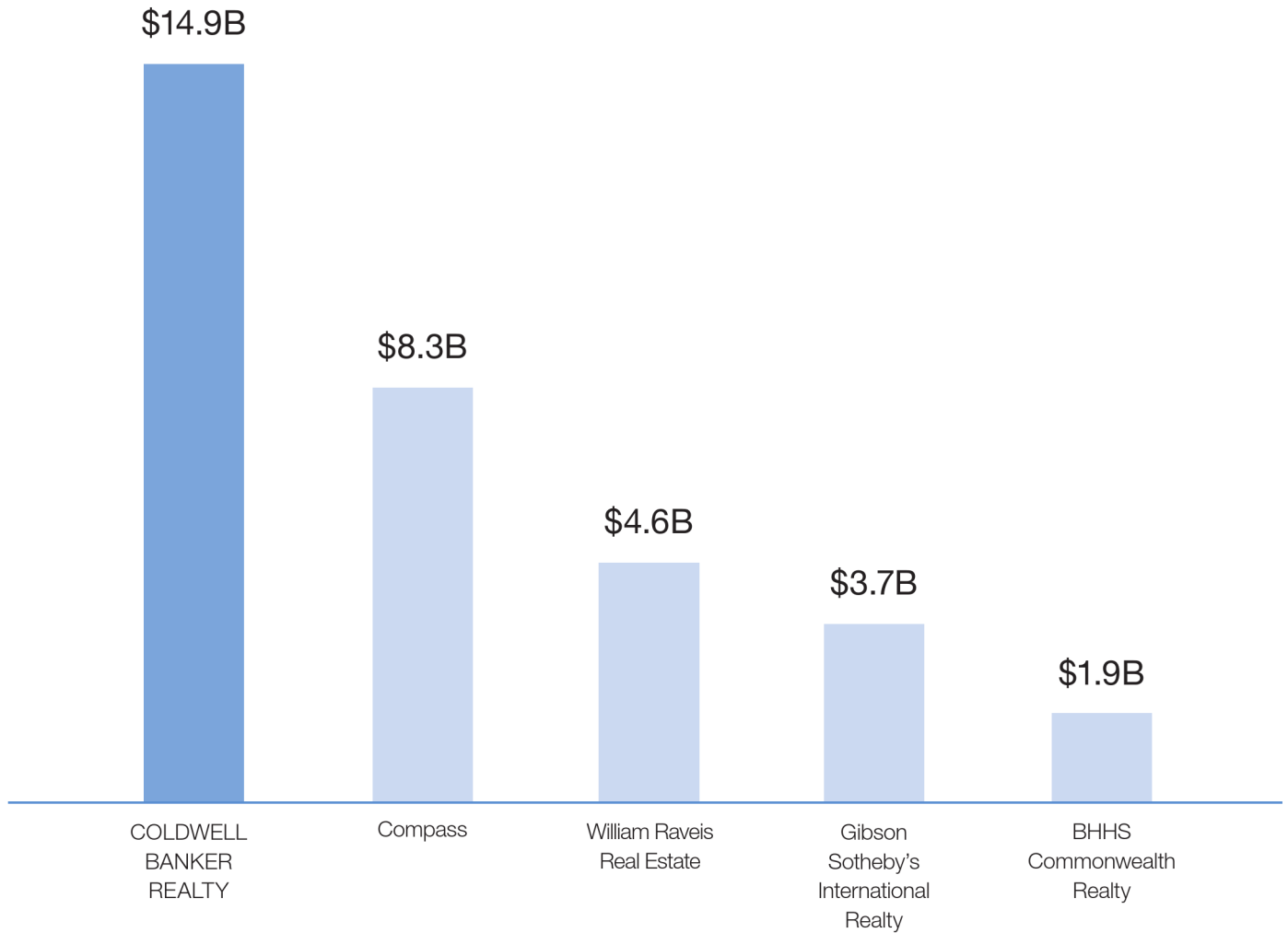
2,900  
OFFICES

41  
COUNTRIES & TERRITORIES



# #1 IN MASSACHUSETTS\*

Locally, nationally, globally – we have the reach to market properties to interested buyers.



2021 SALES VOLUME

\*Based on closed sales volume and total number of units closed information from MLS Property Information Network, Inc. for all counties in all price ranges as reported on Jan. 20, 2022 for the period of Jan. 1-Dec. 31, 2021. Sales volume calculated by multiplying the number of buyer and/or seller sides by sales price. One unit equals one side of a transaction (buyer or seller). Source data is deemed reliable but not guaranteed.

# WHERE THE BUYERS ARE

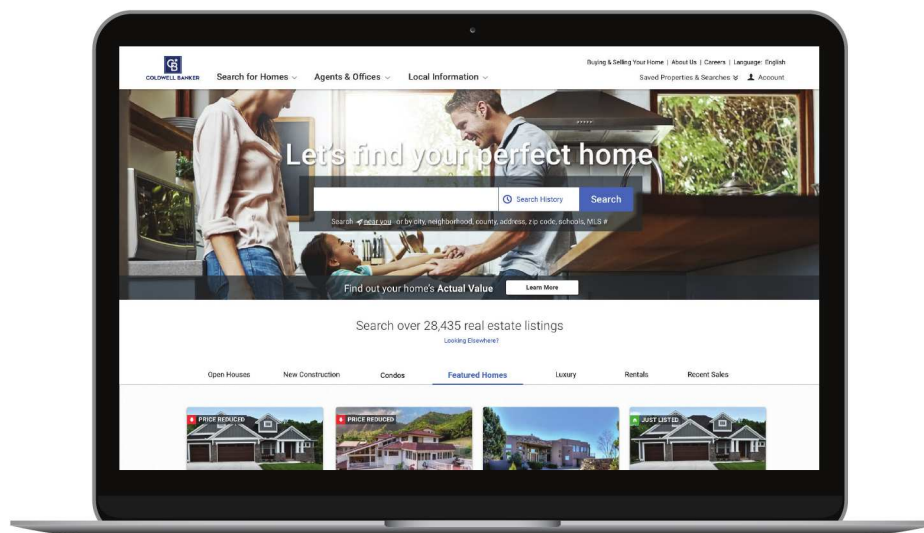
While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online and with the help of a real estate professional\*.

## How Buyers Search for Homes

Real Estate Agent	87%
Mobile or Tablet Search Device	76%
Open House	53%
Yard Sign	41%
Online Video Site	41%
Home Builder	18%
Print Newspaper Advertisement	10%

## Where Home Buyers Found the Home They Purchased

Internet	51%
Real Estate Agent	28%
Yard Sign/Open House Sign	7%
Friend, Neighbor or Relative	6%
Home Builder or Their Agent	5%
Directly From Sellers	3%

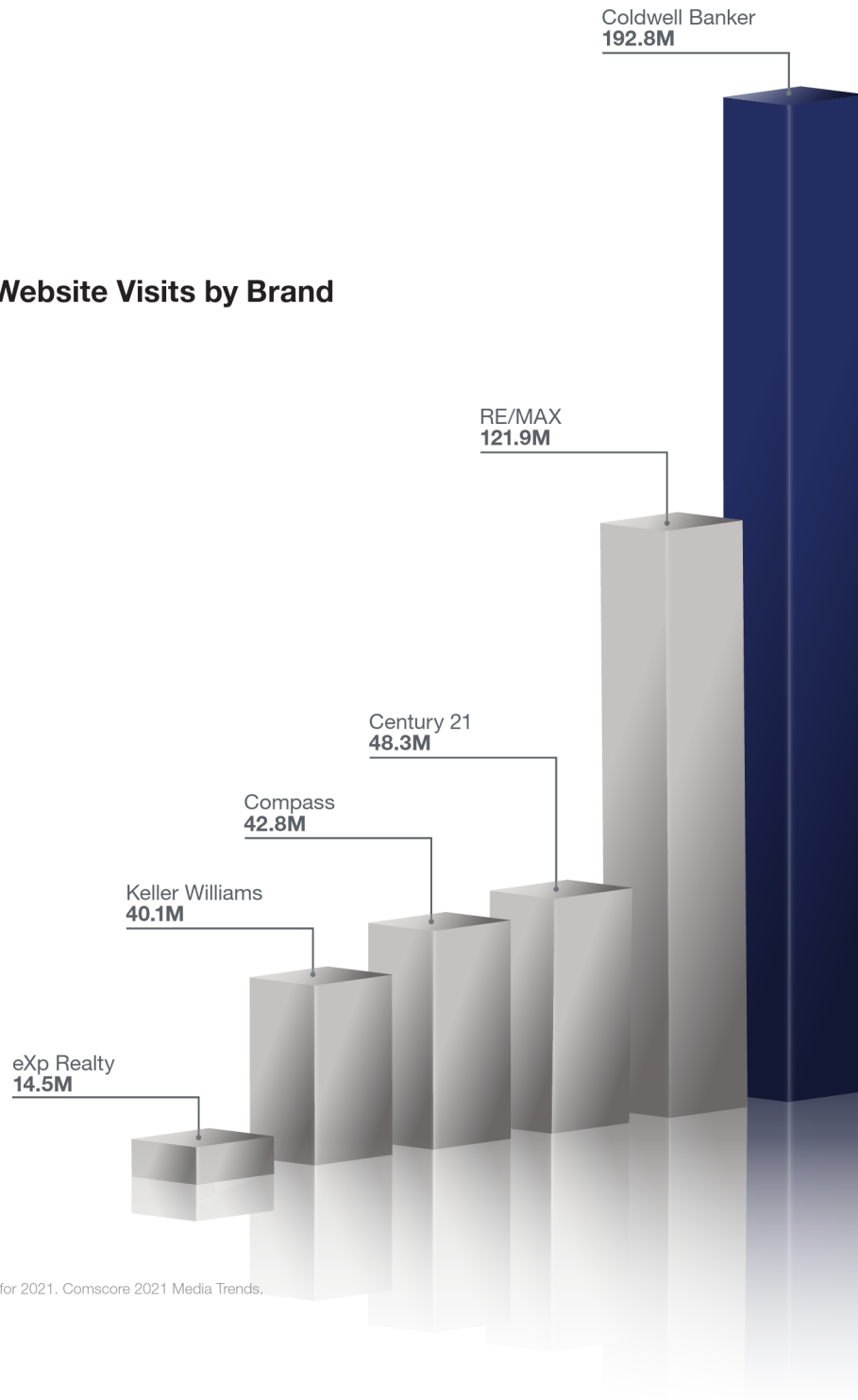


# #1 BRAND ONLINE

Home buyers are online – and one real estate brand gets more of their attention than any other.

The **Coldwell Banker**<sup>®</sup> brand is the #1 most visited residential real estate brand online\*.

## 2021 Website Visits by Brand

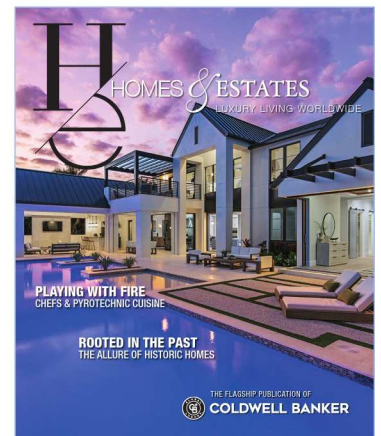
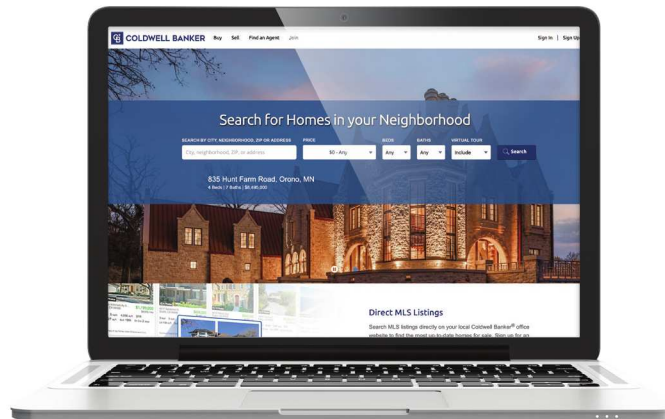


\*Reflects total website visits for 2021. Comscore 2021 Media Trends.

# 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, including:

- National brand advertising
- Online advertising
- 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



# COMPARATIVE MARKET ANALYSIS

A comparative market analysis, or CMA, is a report that pulls data from the multiple listing service (MLS) based on buyer and seller activity in your area. Information in your CMA 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

I will use this information to develop a pricing and positioning strategy that creates a perception of value, makes your property competitive and generates excitement among buyers.






# GETTING STARTED

Your home and your home sale needs are one-of-a-kind. Using the unmatched resources of Coldwell Banker®, your agent 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

We are committed to your complete satisfaction, and will represent your interests with the utmost care, honesty, integrity and discretion. Let's get started!



Real estate agents affiliated with Coldwell Banker Realty are independent contractor sales associates, not employees. ©2020 Coldwell Banker, All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. 

20UX8R\_REAL\_3/20