

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 Coldwell Banker®'s valued clients.

Your independent agent is uniquely equipped to provide you with an exceptional marketing program that produces results. Each component of this program is designed to help your home sell fast and for the desired price. From beginning to end, your home will have every marketing advantage.



Professional Photography
Up to 35-HDR professional photos with amplified exposure rates perfected for print, online and video to make your property look its very best



Professional TV Spot
Professionally produced 30-second video spot featured on the Coldwell Banker TV show airing on Saturdays at 4:30 pm throughout the area and posted on Coldwell Banker's YouTube channel



Virtual Tour
Professionally produced virtual tour for the Multiple Listing Service (MLS) network and syndicated websites



Custom Website
Professionally designed property website that is viewable on all devices and easily shared via social media



Area REALTOR® Notification
Coldwell Banker will notify agents at all of the top real estate companies in the area that your home has come on the market



Magazine Advertising
Elegant one-sixth of a page property advertisement in one of the region's premier magazines*



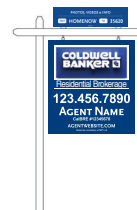
Property Brochures
Beautiful, professionally printed property brochures to showcase your home



Just Sold Postcard
Mailed after closing to help share your success with your neighbors



Just Listed E-Flyer
"Just Listed" announcement e-blast sent to your agent's past clients and prospects



Mobile Brochure
Exclusive yard sign panel with CB Mobile Brochure technology delivered to consumer mobile phones featuring your home's unique details, photos and videos



Gold Envelope Neighborhood Announcement
Stunning, tri-fold property announcements direct mailed to your neighborhood in gold envelopes that get noticed



Boost It
Coldwell Banker is going to pay to boost your property on Facebook to a targeted demographic



Marketing Status Update
A detailed report outlining everything that has been done to bring your home to market and maximize its exposure for a quick sale at the highest possible price and best terms

Gold Package

*Sactown and Sacramento Magazine alternating. Additionally, Tahoe sales associates may choose to advertise in Tahoe Quarterly Magazine, Homes & Land and Premiere Homes.