



COLDWELL BANKER

REALTY

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 with a comprehensive 360-degree approach.



AGENT PROMOTION



OPEN HOUSE



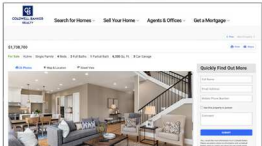
PROPERTY MARKETING MATERIAL



YARD SIGN



EMAIL MARKETING



ONLINE AND SOCIAL MEDIA



VIDEO

SPOTLIGHT 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 outstanding real estate service.

We are proud to deliver exceptional property marketing that is designed to quickly attract attention and showcase your property with a digital-first strategy that maximizes the modern media marketplace. Coldwell Banker Realty is committed to ensuring that your property is uniquely positioned to sell.



Professional Photography

High-quality photos perfect for print and online to make your property look its very best*

*Consult your agent for details



Social Media Banner

Attention-getting online promotion of your home for maximum reach



Extensive Online Exposure

Your home will be displayed on the real estate industry's most visited websites and viewed by potential buyers all over the world



Just Listed eFlyer

"Just Listed" announcement eBlast sent to an exclusive list of personal and professional contacts



Single-Property Website

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



Area REALTOR® Notification

Agents at local real estate companies in your area will be notified that your home has come on the market



Property Tour

Professionally produced photo slideshow



Property Brochure

Beautiful, professionally printed property brochures with trackable QR code, to showcase your home



YouTube Advertising

Professionally produced 30-second listing ad shown during a YouTube video with optimized audience targeting



Silver Envelope Home Announcement

Stunning, trifold property announcements with trackable QR code, direct mailed to your neighborhood in silver envelopes that get noticed



Targeted Online Advertising

Geographic targeting technology markets your property directly to local buyers online and on social media



Seller Update

Detailed report outlining everything that has been done to bring your home to market and maximize its exposure



LOCAL REACH

Home buyers aren't just evaluating how your house will fit their needs, they're checking out your neighborhood, too. A combination of local market expertise and relationships with offices and affiliated agents across our region creates more opportunities to show off your home and your neighborhood's local charm to a greater number of buyers. Coldwell Banker Realty is a leader in Florida.

#1 IN FLORIDA¹

#1 IN FLORIDA LUXURY SALES²

#1 IN NORTHWEST FLORIDA³

#1 IN ORLANDO LUXURY SALES⁴

#1 IN SARASOTA⁵

#1 IN SARASOTA LUXURY SALES⁶

#1 IN SOUTHEAST FLORIDA⁷

#1 IN TAMPA BAY⁸

7,818 AGENTS

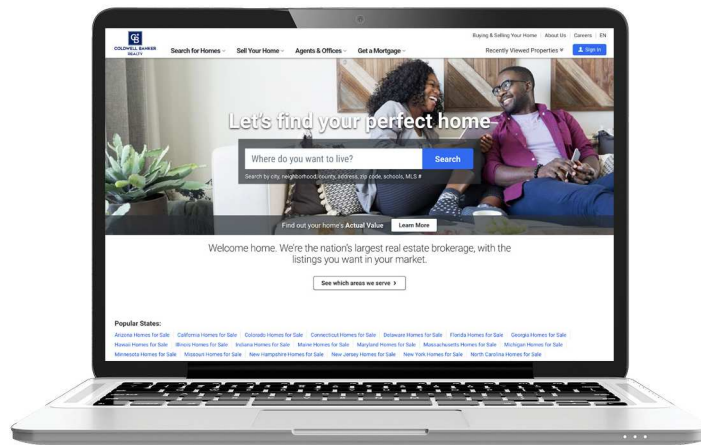
60 OFFICES

\$19.71B SALES VOLUME

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. 1. Based on closed sales volume and total number of units closed information from Market Quest for all Florida counties in all price ranges as reported on Jan. 16, 2024 for the period of Jan. 1-Dec. 31, 2023. 2. Based on closed sales volume and total number of units closed information from Market Quest for all Florida counties for properties over \$1 million as reported on Jan. 16, 2024 for the period of Jan. 1-Dec. 31, 2023. 3. Based on total number of units in Bay, Escambia, Okaloosa, Santa Rosa, Walton counties in Florida in all price ranges as reported by Market Quest on Jan. 16, 2024 for the period of Jan. 1-Dec. 31, 2023. 4. Based on closed sales volume and total number of units closed information from Market Quest for Orlando, FL for properties over \$1 million as reported on Jan. 16, 2024 for the period of Jan. 1-Dec. 31, 2023. 5. Based on closed sales volume and total number of units closed information from Market Quest for Sarasota, FL in all price ranges as reported on Jan. 16, 2024 for the period of Jan. 1-Dec. 31, 2023. 6. Based on closed sales volume from Market Quest for Sarasota, FL for properties over \$1 million as reported on Jan. 16, 2024 for the period of Jan. 1-Dec. 31, 2023. 7. Based on closed sales volume and total number of units closed information from Market Quest for Miami-Dade and Broward counties in Florida in all price ranges as reported on Jan. 16, 2024 for the period of Jan. 1-Dec. 31, 2023. 8. Based on closed sales volume and total number of units closed information from Market Quest for Hillsborough, Pinellas, Pasco and Polk counties in Florida in all price ranges as reported on Jan. 16, 2024 for the period of Jan. 1-Dec. 31, 2023.

THE #1 MOST VISITED REAL ESTATE BRAND ONLINE*

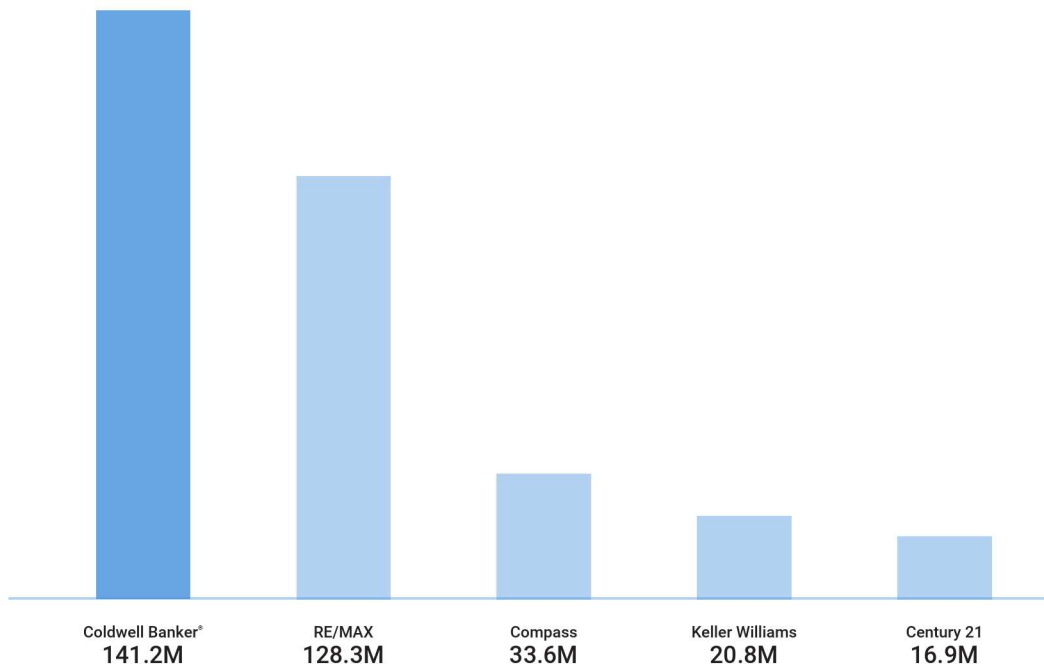
Home buyers are online, and more of them are visiting Coldwell Banker® sites than other real estate brands, which means your property gains better exposure and more qualified buyers.



141.2M*

Site visits to Coldwell Banker websites

*Reflects Total Website Visits for 2023. Source: Comscore 2023 Media Trends.





ONLINE EXPOSURE

A comprehensive online marketing strategy includes detailing your property's critical selling points and posting multiple 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

HOTPADS.COM

COLDWELLBANKERHOMES.COM

REALTOR.COM[®]

HOMEFINDER.COM

TRULIA.COM

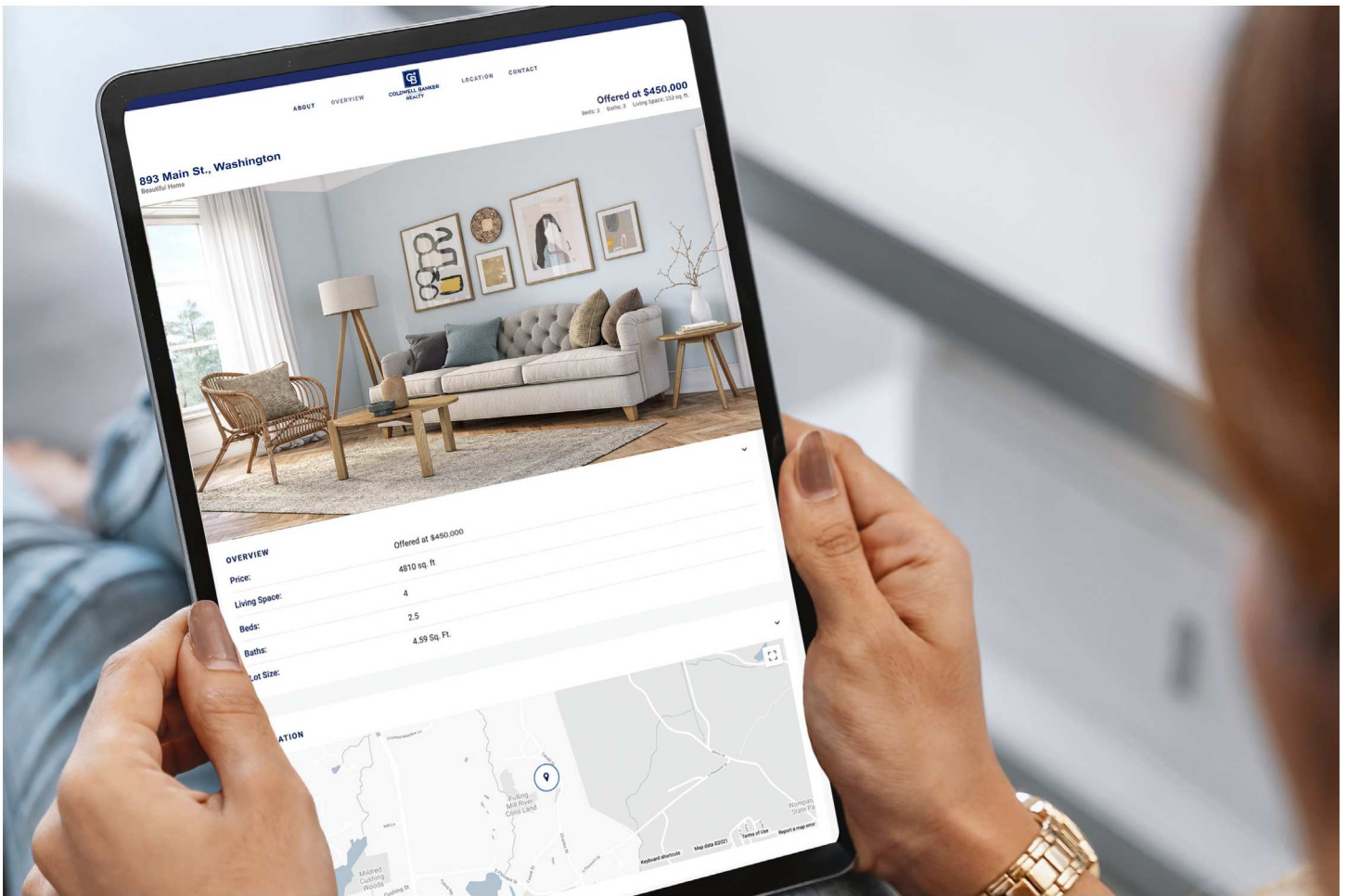
HOMES.COM[®]

ZILLOW.COM



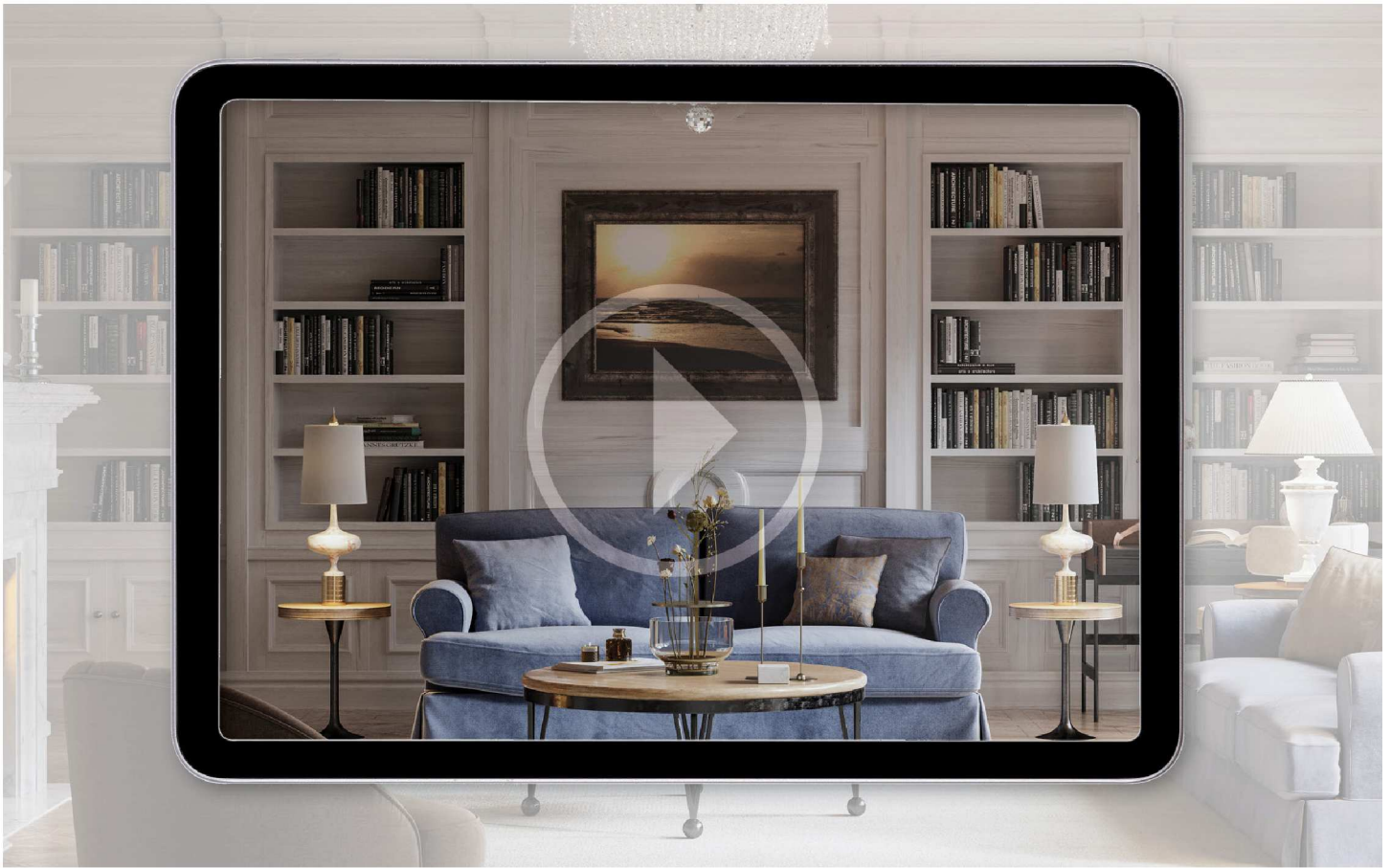
PHOTOGRAPHY

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



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. This unique site will be promoted to potential buyers throughout the property marketing campaign and on social media.



VIRTUAL PROPERTY TOUR

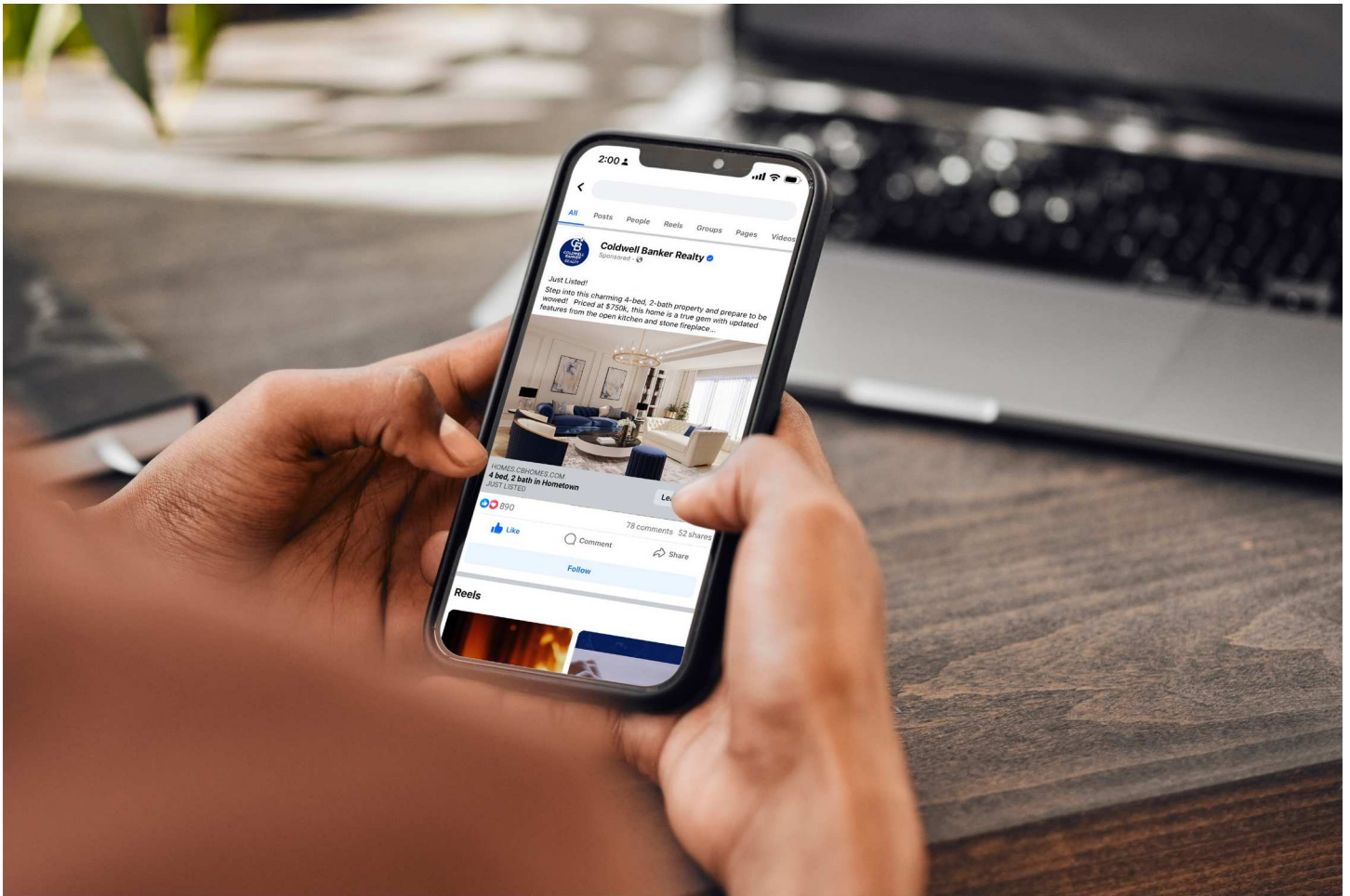
A professionally produced photo slideshow of your home will engage buyers with beautiful photography, so they take notice of all the special features and amenities.



YOUTUBE ADVERTISING

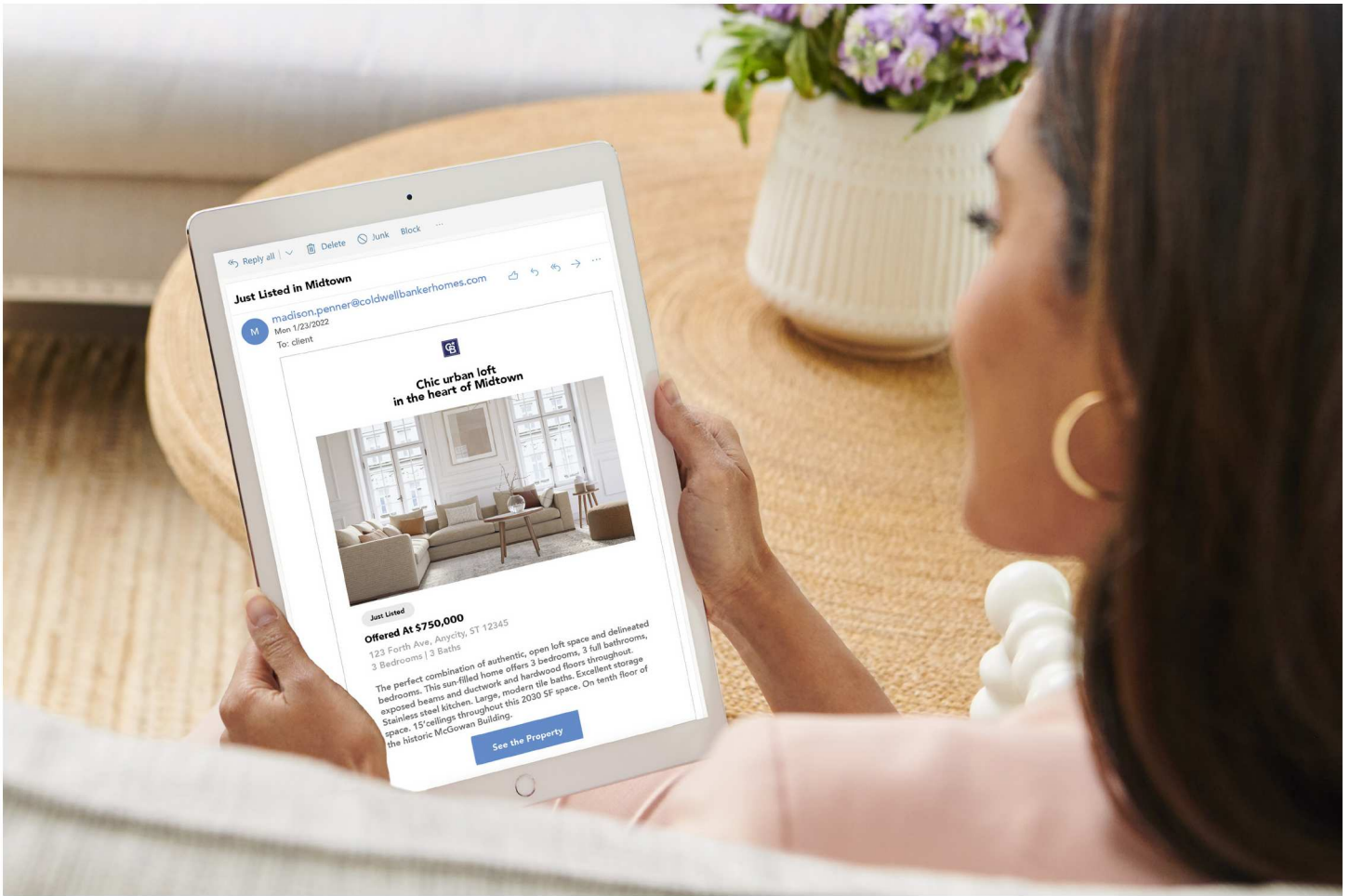
Leveraging the mass audience and highly targeted capabilities of YouTube – the second most visited website online* – your property will receive optimal views as a YouTube ad. It will be seen by those most likely to be in-market to purchase a home. Interested buyers can click on the ad to view more information and immediately reach out to schedule a showing. Additionally, you will be updated with statistics specifically detailing your ad's performance, including total number of views and clicks.

*According to April 2021 data from the Semrush Traffic Analytics tool.



TARGETED ONLINE ADVERTISING

Today's buyers are active online, which is where your property will be heavily promoted to generate buzz and attract attention. The use of Boost will help get the word out about your listing on Facebook, Instagram and across the web with visually compelling ads that are powered by the industry's best targeting to ensure the right audiences see your home.



EMAIL MARKETING

Property announcements will reach a targeted segment of an 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.




AREA REALTOR[®] NOTIFICATION


Agents at local real estate companies will be notified once your property hits the market. Mobilizing the real estate community for your benefit creates more opportunities for agents to connect their buyer clients to a hot new property – further advancing the sale of your home.




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All information provided is deemed reliable but is not guaranteed and should be independently verified.



YARD SIGNAGE

The Coldwell Banker® yard sign immediately attracts the attention of buyers, with a distinctive logo that serves as a symbol of an industry leader and a name that's been trusted to guide people home for over a century. The power of the Coldwell Banker brand will immediately generate interest and allow us to start the process of proactively engaging with potential buyers.

About Kimberly - Your Trusted South Florida Real Estate Professional

Are you in search of a real estate expert who understands the heart of South Florida like no other? Look no further than Kimberly – a seasoned professional with a diverse background and a passion for helping clients find their perfect homes.

A Journey from Brooklyn to South Florida

Originally hailing from the vibrant streets of Brooklyn, New York, Kimberly made her way to the sunny landscapes of South Florida after completing her college education. In 2002, she embraced the warmth of the region and decided to call it home.

A Versatile Educational Background

With a thirst for knowledge, Kimberly pursued and achieved academic excellence. She holds not only a Bachelor of Science but also a Bachelor of Arts, demonstrating her well-rounded perspective. Her commitment to continuous growth led her to earn a Masters degree, further enriching her capabilities.

Venturing Beyond Boundaries

Kimberly's journey took an exciting turn in 2004 when she acquired her real estate license. However, her quest for professional growth led her to explore other realms. In 2007, she embarked on a journey in higher education, followed by an exploration of the dynamic fields of marketing and design. Her marketing endeavors transported her across the globe, allowing her to experience the vibrant cultures of Seoul, Paris, Istanbul, and more.

A Global Perspective, Local Expertise

Kimberly's international exposure has bestowed her with a unique outlook that she seamlessly weaves into her real estate practice. Her return to the realm of real estate in 2018 was marked by a fervent dedication to sharing her global insights and local expertise. Working alongside top producers in Broward County, Kimberly has honed her skills and developed an intricate understanding of the South Florida market.

Your Guide to South Florida Real Estate

With a profound understanding of South Florida neighborhoods, a comprehensive grasp of the home buying process, and an adeptness in handling rentals, Kimberly is your ultimate resource. Whether you're seeking the perfect family home, your next investment opportunity, or a cozy rental, Kimberly's wealth of knowledge is at your disposal.

Get in Touch with Kimberly Today!

If you're ready to embark on your South Florida real estate journey with a dedicated professional, look no further than Kimberly. Her commitment to your goals, coupled with her extensive background, ensures a seamless experience from start to finish. Contact Kimberly today and take the first step toward making your real estate dreams a reality!

Languages:

English

BEAUTIFULLY UPDATED HOME



123 Main Street, City, ST 12345
Offered at \$450,000






STUNNING, THOUGHTFUL DESIGN

Offered at \$450,000

This four bedroom, three and one-half bath home has been beautifully updated throughout. Amenities include a large open concept family room with tall ceilings and many windows that allow for a lot of natural light. The kitchen features stainless steel appliances, a sizable center island, travertine floors and dual dishwashers—and a generous walk-in pantry. The dining room is adjacent to the kitchen and includes a lovely chandelier and ample space for entertaining. The primary bedroom has an adjoining primary bathroom with gorgeous marble flooring, a walk-in shower, dual sinks and bathtub. The remaining bedrooms and bathrooms have all been recently updated as well.

The backyard is an oasis for relaxation and enjoyment with a pool, spa, built-in barbeque, large lawn area, stunning garden and newly-built fireplace. The three-car garage provides storage space and an electric car charger, as well as a convenient mudroom while entering the home. Don't miss the rare opportunity to own this special property.



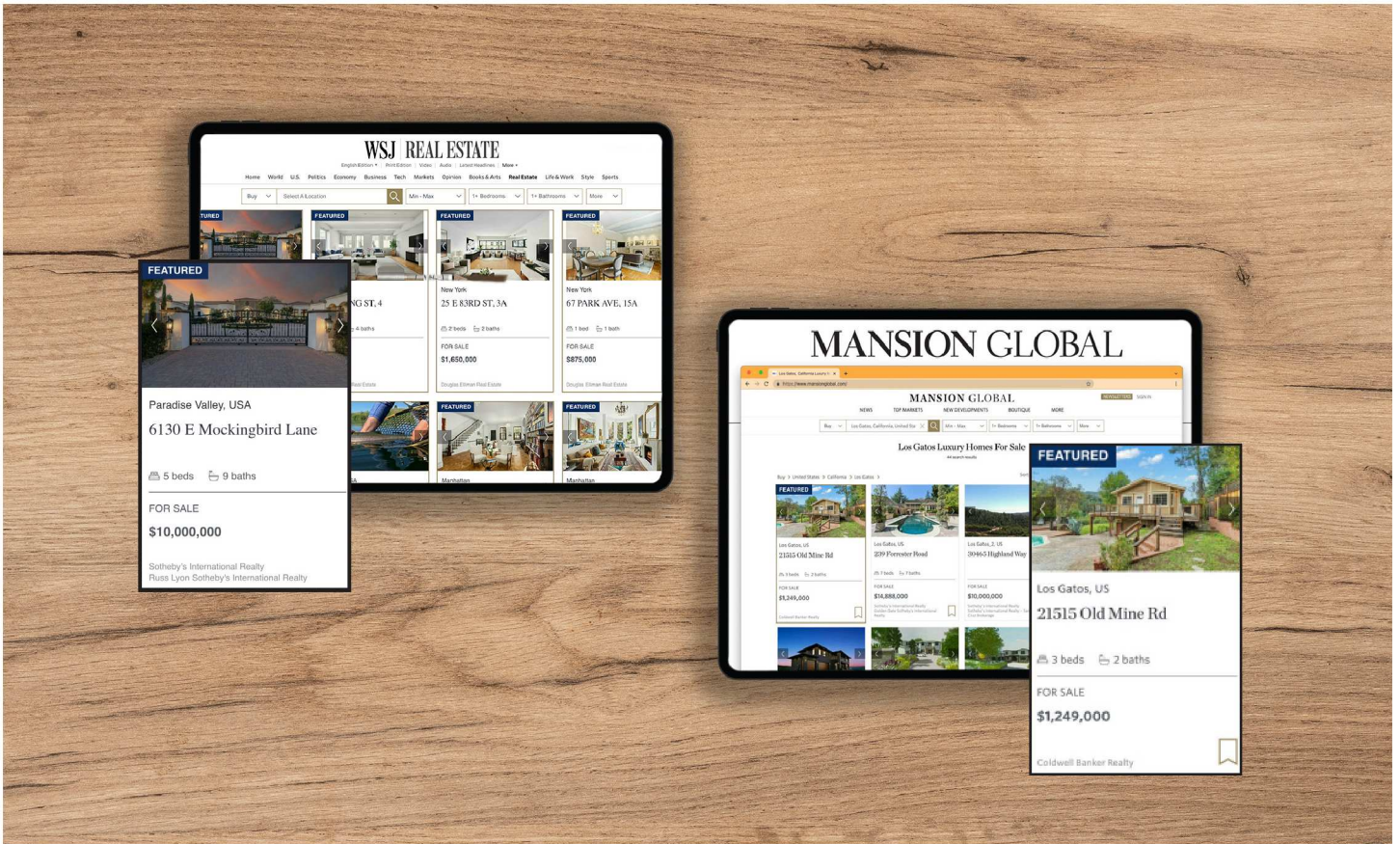
PROPERTY BROCHURES

Your home's unique selling points will be showcased with a professionally printed property brochure filled with high-quality photography and powerful content. These brochures leave a lasting impression and will remind buyers of all that your home offers each time they see it.



DIRECT MAIL MARKETING

When paired with digital marketing, specialty marketing, like direct mailers, serves to set your listing apart and remains an effective add-on for directly 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.



LUXURY PROPERTY SHOWCASE

Your extraordinary home will receive the attention it deserves by being positioned as a featured property on The Wall Street Journal | Real Estate and Mansion Global websites*. It will be highlighted and appear prominently at the beginning of the search results in your specific town for maximum visibility.

*Applies to \$1M+ properties.

PROPERTY MARKETING UPDATE



I am very pleased to share that I have been busy preparing your home for sale. Following are the items that have been completed thus far on your behalf.

- Ordered and installed property sign
- Arranged for professional photography
- Entered the property into the MLS
- Ordered a home warranty plan serviced by American Home Shield
- Posted the property to our Coldwell Banker Realty partner websites
- Included the property in The Update, the Coldwell Banker® weekly eFlyer that notifies real estate professionals at the top real estate companies in the area that your home has come on the market
- Promoted your property to my network of fellow REALTORS® during our weekly sales meeting
- Marketed your home with a targeted ad on Facebook, Instagram and more, reaching thousands of buyers
- Posted your property on our company websites, and ColdwellBanker.com
- Distributed an eFlyer to my personal sphere
- Distributed a professional printed neighborhood announcement in a silver envelope
- Created a high-end, professional property brochure for display during property tours and open houses
- Developed a property website of your property and positioned it online on our partner websites
- Arranged for featured placement of an online ad on The Wall Street Journal | Real Estate and Mansion Global websites
- Arranged for a professionally produced 30-second listing ad to be shown during a YouTube video with optimized audience targeting

Additionally, I will be sending you a report from our iSight platform which will show you all of the views your property is generating on ColdwellBankerHomes.com and some of our partner websites.

I hope you are pleased with the progress in marketing your property thus far. I look forward to taking your property from Just Listed to Just Sold as soon as possible.



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SELLER UPDATE

In order to keep you informed about the progress of the 360-degree marketing strategy and your home sale, you will be provided with a detailed report that outlines everything being done to bring your property to market and maximize its exposure.



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REALTY

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. Not intended as a solicitation if your property is already listed by another broker. Affiliated real estate agents are independent contractor sales associates, not employees. ©2024 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logo 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 Anywhere Advisors 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.  24JWXG_CBR_4/24