The Coldwell Banker® Marketing Presentation Guide

For Digital and Portfolio Presentations

Note:
Company materials, programs, or meetings that are not for compliance purposes are optional for your use as an independent sales associate affiliated with the Company. Your use is not required for your continued affiliation with the Company. This document contains suggestions and best practices that you may use at your discretion.
Suggestions for Using This Guide

This guide offers tips for the delivery of the digital and printed Coldwell Banker Marketing (Listing) Presentations. References to differing digital presentation features are in italics. For clarification purposes, Coldwell Banker/NRT uses the phrase “marketing presentation” as a substitute for “listing presentation”.

The Digital Marketing Presentation is internet-based and can be delivered on a laptop or tablet with internet connectivity. Information on where to access your company’s Digital Marketing Presentation can be found on your company intranet site. The printed Presentation is available through company branch managers.

This Guide is used by all Coldwell Banker/NRT Southeast companies. A thumbnail image of a page may not be that of your company but the script content and approach are still applicable. Use whichever dialogues pertain to your company presentation and insert your company name for the words “Coldwell Banker DBA”.

Conducting an Effective Marketing Presentation

The pages in this guide provide you with a system for learning the purpose and approach to the delivery of each presentation page or slide with sample dialogues.

The presentation segment of a listing appointment consists of presenting your value proposition (the advantages of working with you and Coldwell Banker), your proposed marketing plan, and your pricing strategy. Using the provided dialogues, practice presenting each service, marketing element, skill, and technology that you use to get homes sold and its benefit to the seller. It is also recommended that you attend your company’s Discover the Difference orientation to learn about Coldwell Banker, the company’s marketing and selling tools and available technologies.

Practice, Practice, Practice

1. Review the steps in the listing process found in company educational materials.
2. Place this guide next to the portfolio/computer. As you move from page (screen) to page (screen), read only the delivery approach for that page or screen from the guide.
3. Next, go from page (screen) to page (screen) as you read the corresponding sample dialogues from your guide aloud. Do this at least twice.
4. Finally, read each page (screen) again, looking for certain phrases or points that would trigger your dialogue delivery or talking points as you see them on the page (screen).
5. Practice delivering your presentation every day until it flows naturally.

Accessing the Digital Marketing Presentation Online

Since you will need an internet connection to deliver the presentation, it is advised that you confirm the availability of a wireless internet connection with the seller/owner where the presentation will take place. You can also gain internet connectivity through the use of a wireless, portable hotspot. Most cell phones can also be used as a portable hotspot. Check with your cell phone carrier for hotspot recommendations. If you know you will not have internet access, see directions below for downloading the most recent version as a PDF.

Navigating The Digital Presentation

- Click the forward or back arrows at the far right and left side of each page or click a carousel picture with page number at the bottom of the screen. Whenever you hover over a picture or image and your cursor turns into a hand, click the image and a pop up will appear or you will be taken to an internet site. Close a pop up by clicking the “X”. Internet sites open in a new window so you will need to return to your presentation window to continue. Click the icon to view a video.
-  This menu lets you download the presentation in PDF format, zoom in, and show your presentation full screen (which is highly suggested).
-  Legend - Point to: Turn/ Advance the page: View a video: Click or tap:
Suggested Approach

- Before opening your portfolio or slide show, set the stage for the purpose of your presentation.
- The following steps and dialogues assume that you are beginning your presentation by sitting at the kitchen or dining room table.

Sample Dialogue

- Mr. and Mrs. Seller, I want to begin by thanking you for allowing me to meet with you to discuss the marketing and sale of your home.
- As you prepare to sell your home, I know you have two important decisions to make:
  - Choosing the company and sales associate that can best represent you in the sale of your home.
  - The price at which to position your home for sale that will accomplish your home sale objectives.
- My presentation today is specifically designed to demonstrate the full-service advantage of hiring Coldwell Banker and me to achieve these specific goals.
The Difference

Sample Portfolio Dialogue

- To begin with, I’d like you to know that when you list your home for sale with me, you also get the backing and full resources of Coldwell Banker locally, nationally and internationally.
- This includes the vision and drive of the company President, (Name), who has a total commitment to customer service excellence at all levels within the organization.
- (President name) and I are both committed to Coldwell Banker’s “Vision of being the preferred gateway for exceptional real estate experiences”. Therefore, if at any time you are not receiving the quality of service you expect, I encourage you to tell me and I will make it right.
- Also, open communication is vital to the success of our meeting this evening. If at any time you have questions or concerns, please tell me. I want to make sure that you have a full understanding of the services I provide and the recommendations that I make.
- How does that sound?

Sample Digital Dialogue

- To begin with, I’d like you to know that when you list your home for sale with me, you also get the backing and full resources of Coldwell Banker locally, nationally and internationally.
- This includes the vision and drive of the company President, (Name), who has a total commitment to customer service excellence at all levels within the organization.
- (President name) and I are both committed to Coldwell Banker’s “Vision of being the preferred gateway for exceptional real estate experiences”. Therefore, if at any time you are not receiving the quality of service you expect, I encourage you to tell me and I will make it right.
- But rather than me telling you about (President's name) commitment to service quality, let me take a moment to let you hear right from the source using just one example of the advanced technology at Coldwell Banker. Please click here.
- Click Introduction Video
- Well, as you can see, (President name) takes a commitment to customer service excellence seriously and encourages you to tell us how we are doing at all times.
- Also, open communication is vital to the success of our meeting this evening. If at any time you have questions or concerns, please tell me. I want to make sure that you have a full understanding of the services I provide and the recommendations that I make.
- How does that sound?
Suggested Approach

- The sequence of these dialogues assume that you have already previewed the home and are congregating at the kitchen table. If this is not the case, adjust the sequence and dialogues accordingly.

- You will use this page to go over your agenda for the meeting, determine the seller's home sale priorities, and discuss their home sale needs and expectations.

- When you tell the sellers what you will cover at the beginning of the meeting, they will become relaxed because they now know what to expect from your meeting.

- What you learn about their priorities, needs and expectations, will influence your marketing and pricing recommendations.

Note: It would be better if you did not pull out or point to your CMA or other support materials at this point. Simply go over the steps.

The Purpose of Our Time Together

Sample Dialogue

- (Name) and (Name), may I show you what we will be covering this evening? [SURE]
  
  Thank you.

- Before we begin, I want to thank you for letting me preview your home (yesterday). This was very helpful as it allowed me to experience the features and selling points of the home and their influences on the home's appeal and value to potential buyers.

- The first thing I would like to do this evening is discuss your home sale needs and expectations. I want to make sure that my recommendations this evening are totally in line with your home sale objectives. We'll review what you have already shared with me followed by a few more questions. How does that sound? [FINE] Great!

- After that, I'll show you some things about me and Coldwell Banker and what we do to get homes sold. We'll then look at a powerful marketing plan for getting your home sold.

- Then I'll show you sales data in the form of a Competitive Market Analysis. This information will help us determine the initial market positioning for selling your home in today's market. In other words...a price that would generate the highest volume of buyer traffic in order to net you top dollar.

- Finally, I will answer any questions you may have.

- By accomplishing these things, I think we'll be in a position to make a mutual decision to work together. I'll know if I can help you with the sale of your home and you'll know if you want to hire me.

- Do you have any questions before I move on. [NO] Great!

If you're prematurely asked, “What is your commission?”

- That's a great question. We will talk about a fee for getting your home sold once we've agreed on what marketing and pricing meets with your approval.

- Are there any other questions?

Note: Avoid prematurely discussing your fee. The time to discuss a fee is after they learn about your skills, the services you will provide, and the marketing plan you will be putting into place.

The concept is: Full Service = Full Value = Full Fee
Suggested Approach

- See previous page.

The Purpose of Our Time Together (Cont.)

Sample Dialogue

Most Sellers Share the Same Priorities

- Mr. and Mrs. Seller, for over 110 years, Coldwell Banker has found that **most sellers share the same priorities** when selling their home. They want…
  - The best **price** and terms attainable for their property.
  - The shortest possible **time** on the market.
  - The least **inconvenience**, with management of the details.
  - And frequent **communication** to stay informed.

- To begin our discussion about your home sale needs, which of these are most important to you in the sale of your home, in order of importance?

- Thank you. This is helpful for me to know.

What are your specific home sale needs and expectations?

Needs Review Dialogue

- During our initial phone call (While touring your home yesterday) you shared some home sale needs and expectations with me.

- You said… (Review what you know.)

- Why is that important to you?

- What are your expectations in that area?

- What, specifically, would be acceptable to you?

Needs Determination Questions (Take notes and listen)

- May I ask why are you selling?

- Where are you moving?

- How soon do you need to move?

- What will you do if your house doesn't sell by then?

- How much do you believe your house is worth? How did you arrive at that amount?

- Will you be staying in the area when your home sells?

Probing Questions

- What else is important to you?

- Why is that important to you?

- What are your expectations in that area?

- What, specifically, would be acceptable to you?

- Thank you for sharing this information with me. You'll be happy to know we will work together to meet these needs and expectations this evening. I want you to know that your complete satisfaction is my top priority.
The Coldwell Banker Advantage

Sample Dialogue

Before we discuss marketing and pricing, I'd like to take a moment to tell you a little bit about the company you'll be entrusting the sale of your home to as you consider working with Coldwell Banker and also provide you with information about my experience, skills and accomplishments that qualify me to represent you in the successful sale of your home.

Legacy

Sample Dialogue

- Coldwell Banker is proud of its history as we lead the industry into the future.
- Started by Colbert Coldwell in San Francisco in 1906 and joined by Arthur Banker in 1913, Coldwell Banker has a proud heritage of industry leadership dating back over 110 years.
- Today, Coldwell Banker’s commitment to customer service and professionalism serves as the company’s core business philosophy.

Suggested Approach

This is your segue into discussing the advantages of working with you and Coldwell Banker.

Suggested Approach

- Discuss Coldwell Banker’s heritage as an industry leader and the power and strength of Coldwell Banker today.

Support Materials

Your company intranet site will have:

- Company Facts and Statistics flyers in pdf format
- News and media releases

This document contains suggestions and best practices that you may use at your discretion.
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Suggested Approach
- Discuss Coldwell Banker’s extensive outreach through its global network of offices and agent and brand name recognition.
- Describe your local company’s positioning within the local or statewide real estate industry.

Coldwell Banker’s National and International Network
- Coldwell Banker’s sales force of over 85,000 sales professionals working in over 3,000 offices, spanning 6 continents, generated a closed sale volume of $225 Billion last year.
- This expansive Coldwell Banker global network provides real estate services to hundreds of thousands of buyers and sellers every year.

Coldwell Banker DBA’s Local Network
Note: Quote the company’s most notable statistics, which might include the number of independent agents and offices and last year’s closed sales and volume.
- Locally, Coldwell Banker (DBA), has more than _______ sales professionals in over _____ offices. The company’s closed sales volume last year totaled $______________ resulting from ______________ closed transaction sides.
- And Coldwell Banker (DBA) is part of NRT LLC, the nation’s largest residential real estate brokerage¹, voted by Real Trends Magazine as the #1 real estate brokerage in the US for the last 19 years straight.

Closing Network Strength
- As you can see, Coldwell Banker sellers benefit from the network strength, resources and connections of the nation’s most recognizable real estate brokerage.

1. NRT is ranked #1 in both closed residential buyer and/or seller transaction sides and sales volume (calculated by multiplying number of buyer and/or seller transaction sides by the sales price) from 1996-2015 in the U.S. Data obtained by REAL Trends Survey, 1996-2016.
**Global Connections**

<table>
<thead>
<tr>
<th>Connections Sample Dialogue</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ Coldwell Banker’s powerful network of international brokers and agents turn our global connections into local results for you.</td>
</tr>
<tr>
<td>☑ In addition to the Coldwell Banker international network of offices and agents, our broker-to-broker network connects us with some of the top national and international real estate companies that specialize in relocation and referral services.</td>
</tr>
</tbody>
</table>

**Member of FIABCI**

- As a member of FIABCI, Coldwell Banker shares referrals with a network of 3,000 affiliated real estate members in 65 countries, including a global federation of 100 national real estate associations.

**Corcoran Group Real Estate**

- Coldwell Banker (DBA) is aligned with this renowned brokerage in New York City and the Hamptons, which has 25 offices and a unique audience of highly affluent, global buyers.

**CARTUS Relocation Services**

- Coldwell Banker DBA is aligned with Cartus, the largest corporate provider of relocation services in the world.
- Cartus assists more than 168,000 transferees a year; has delivered services to millions of relocating individuals and families; and serves more than half of Fortune 50 companies.
- Through Coldwell Banker’s affiliation with Cartus Relocation Services we have national and international connections that bring us buyers that other companies cannot reach.

**Proxio (If applicable)**

- Coldwell Banker DBA’s Proxio affiliation gives you a distinct marketing advantage by connecting me to a global network of real estate agents and a large audience of international buyers.

**Hamptons International (If applicable)**

- Properties are featured on the websites of Hamptons International, a leading London-based residential real estate company with 85 offices throughout the United Kingdom and beyond, providing valuable international exposure.

**Outgoing Referral Dialogue**

- If you are moving outside of the area, I will put you in touch with a respected real estate professional who is knowledgeable and experienced in your destination city. This service is provided at no cost to you. Is this a service that you are interested in?
- OK. Before I leave this evening, we can complete the short information form to begin that process.

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**Suggested Approach**

- Cartus broker network is the largest provider of relocation services in the world.
- The company also taps into an international network of 3,000 FIABCI agents with buyers looking to purchase or relocate into the US.

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**Digital Marketing Presentation Guide**

Page 8

This document contains suggestions and best practices that you may use at your discretion.
Suggested Approach
- Allows you to describe each element of the support resources you will use during the seller’s transaction to enhance the full service experience.
- All sellers desire a one-stop-shopping transaction.
- Using affiliated or “preferred services,” you can create a hassle-free and coordinated contract to closing event.
- Home sellers may have a need for mortgage services when requiring all prospective buyers to be pre-approved before accepting an offer and for their next personal home purchase.
- You may be surprised how many home sellers have commercial properties they need to sell or investment/second home properties they need to rent or have professionally managed.
- NOTE: Not all companies have each of these services, so only explain the ones listed in your local market’s digital listing presentation.

Full-Service Support

Sample Dialogue
- Mr. and Mrs. Seller, I know how important a seamless and hassle-free transaction is to home sellers. You will be pleased to know that Coldwell Banker has a full complement of affiliated transaction support services for selling your home designed to provide you with a full-service, one-stop shopping experience.

Mortgage Services
- Through Coldwell Banker’s affiliation with (Company name), homebuyers are offered mortgage products at competitive rates, and timely mortgage pre-approvals at no cost.
- Pre-approvals can be obtained online or by phone, in 20-30 minutes. Therefore, if a buyer is not pre-approved at the time they submit an offer to purchase your home, I can have them pre-approved before you accept the offer. This will eliminate the possibility of taking your home off the market for an unqualified purchaser.
- You may also want to take advantage of the no cost pre-approval before purchasing your next home.

Home Protection Plan
- Providing a Coldwell Banker Home Protection Plan can make your property stand out as it lets the buyer know that the appliances and major mechanical systems in your home are protected against any unforeseen breakdown. It gives buyers the confidence they need to make a sound purchase decision.
- And for a small, additional fee, you can purchase coverage to protect your home during the listing period.
- Let’s briefly look at the benefits of the Coldwell Banker Home Protection Plan… (Go over warranty materials.)
- Do you have any questions about the Coldwell Banker Home Protection Plan? Super!

If applicable, present any of the following services.

Closing/Title Services
- Once an offer on your property is accepted, the contract to closing process needs to be closely monitored and managed in order to get the transaction closed.
- A key component of the closing process is the role the title company plays. Coldwell Banker DBA is fortunate to have the support of (Company name) as an affiliated title company.
- The benefit of using (Company name) extends beyond competitively priced title insurance rates. (Company name) can research and resolve title issues before the closing to help ensure that your transaction closes smoothly, and on time. I will work hand-in-hand with (Company name) to manage and streamline every step of the closing process.
Full-Service Support (Cont.)

Sample Dialogue

Property Management and Rental Services
- If you own residential rental properties, Coldwell Banker offers professional leasing and property management services on an annual or seasonal basis.
- Do you own any rental properties that will require professional leasing or property management after your home sells?

Commercial Services
- For customers with a commercial services need, Coldwell Banker DBA has a commercial services arm called Coldwell Banker Commercial NRT. Whether looking to acquire, sell, lease, or manage commercial property, Coldwell Banker Commercial NRT can assist owners with their commercial brokerage needs.
- Will you have a need for any commercial services when your home sells?

Concierge Services
- Once you sell your home, there are other home ownership considerations that need to be attended to, such as what moving company to use, what if my new house needs some fix up or how do I get information about local schools in my destination city? Coldwell Banker Concierge services provides an advanced suite of services from movers to home repair and maintenance. And all providers are insured to give you peace of mind.
- Are you interested in getting more information on these concierge services?

Castle Edge Insurance
- Another important consideration is the homeowners insurance on your new home. Castle Edge Insurance Agency can help you protect your home by helping you find reliable homeowners coverage that suits your budget and your needs. Whether it's protecting your home, auto or personal possessions against fire, theft and other types of damage, Castle Edge Insurance Agency makes it their business to safeguard your property and your family's financial future.

Development Services
- From concept to closing, Coldwell Banker Development Services delivers optimal results in the marketing and sales of new single-family and condo developments.

New Home Sales
- If you desire new construction for your next home purchase, I can assist you with your purchase of a new single family home or condominium in several communities.
Suggested Approach

- Talk about the Coldwell Banker corporate and agent commitment to give back to the communities in which they live and work by assisting local charities to help others with special needs.
- The CARES foundation increases awareness of Coldwell Banker’s involvement in the community.
- CARES charitable giving helps build stronger communities.
- Name some of the charities CARES supports.
- If needed, download a list of charities supported by CARES from your company intranet site.

(Coldwell Banker cares about giving back to communities in which the company serves through its support of a range of charitable causes.

Coldwell Banker CARES has donated to numerous local nonprofit organizations throughout the region including the ones shown here: (each company will have a different list)

- __________________________________________
- __________________________________________
- __________________________________________
- __________________________________________
- __________________________________________
- __________________________________________
- __________________________________________
- __________________________________________
- __________________________________________
- __________________________________________

(Optional) Mr. and Mrs. Seller, one important distinction that sets me apart from the competition is that I give back to the communities in which I work and live through our CARES Foundation.
Suggested Approach
This is your segue into presenting your Marketing Plan.

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**Marketing Strategies**

**Sample Dialogue**

- Do you have any questions about the advantages of working with Coldwell Banker and me?
- Great! Then let’s next look at the elements of my marketing strategy for getting your home sold at the highest possible price, in the shortest amount of time, and with the least inconvenience to you.
Suggested Approach

- Try to have examples of these marketing elements or pieces when possible to show.
- If you choose to demonstrate live online marketing elements, make sure that you have a good Internet connection.
- To show the current television commercial, download and play the file from your computer rather than trying to stream it from the Internet. If you are using the digital marketing presentation, you can click on the iPad image to show the commercial and it streams the commercial from YouTube.

Marketing Your Home

Sample Dialogue

- Coldwell Banker and I do everything possible to feature your property most effectively online and offline using one of the most powerful and comprehensive marketing programs in the real estate industry.

Powerful Marketing Resources At Work For You

- The following Internet-based and traditional marketing elements will be at work for you as I market your home for sale.
- **National Brand Advertising** - Coldwell Banker’s national brand advertising reinforces the Coldwell Banker name and positions Coldwell Banker as the premier real estate company in North America.
  The Coldwell Banker message can be seen on network and cable television, and in major periodicals and newspapers.
  As a result of this exposure, consumers worldwide recognize the Coldwell Banker name. This awareness positions your home to attract local, national and international buyers.

  ![Click to view TV commercial](image)

- **Digital Web Marketing** - No other real estate brokerage company can match the strength of Coldwell Banker DBA’s Internet marketing. Your listing will be displayed on 725+ websites reaching 16 million potential buyers every day.
  In addition, your property will have featured and showcase-enhanced positioning in property searches on the most dominant real estate Web portals, including Trulia, Zillow®, AOL, Yahoo! Real Estate and realtor.com.

- **Online Advertising** - We purchase mobile and desktop advertising on a digital network of sites throughout the year, driving more traffic to your home’s listing.

- **Social Media** - As the customer experience continues to evolve in today’s online social world, companies that provide the most effective ways for customers to engage with them and their products online continue to dominate their industries.
  In a few minutes, I will tell you about Coldwell Banker’s commitment to the online social network for generating buyers.

  ![Click images to go to sites](image)

- **MLS (Multiple Listing Service)** - When you select Coldwell Banker, you select all the companies in our area. The MLS is a computerized resource that allows us to share information on your property with all members of the local Association of Realtors.
  This allows me to multiply my efforts in selling your home by enlisting the support of real estate professionals throughout this market.
Marketing Your Home (Cont.)

**Sample Dialogue**

**Proprietary Magazines** – For qualified properties in the Coldwell Banker Previews International luxury marketing program, I can advertise the home in the exclusive Previews® publication *Homes & Estates*, which offers local and worldwide editions that reach an ultra-affluent readership.

**Print Advertising** - On a local level, we create eye-catching ads in the area’s most popular newspapers and mail high-impact promotional materials to ensure that a property is seen by the largest pool of potential buyers. I’d like to show you an example of our advertising in the ______.

**Property Flyers and Postcards** - Flyers are very effective in communicating the best features of a property. Here is a sample of the flyer I will use to promote your property.

I'll keep a supply of flyers at the property for buyers and their agents to pick up at showings and open houses. Additionally, I'll distribute flyers to other real estate offices in our immediate market area.

Additionally, I will distribute color property flyers and postcards electronically to agents and potential buyers using my inTouch contact management and marketing system.

**Yard Signs** - The Coldwell Banker yard sign is an important marketing tool for us. Buyers driving by your house will instantly recognize the Coldwell Banker name and will be more comfortable calling us than a company they've never heard of. The sign will also feature my phone number allowing buyers to call me direct for information on your home (if you have a lead generation program that uses the sign for contact information, describe that as well).

Where would you like the sign located in your yard?

In addition to these powerful marketing resources, I will be:

- Holding an Open House,
- Holding a Broker Open House,
- Other ________________________________
- Other ________________________________
- Other ________________________________

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This document contains suggestions and best practices that you may use at your discretion.
Internet Versus Newspaper

Sample Dialogue

Mrs. and Mrs. Seller, as we saw in the graph “How Today’s Buyers Search For Homes”, newspaper advertising is no longer able to satisfy home buyers’ demand for timely real estate information.

This graph* shows us that the use of the Internet for searching for homes climbs year after year while newspaper continues to decline. As a matter of fact, only 20% of home buyers read newspaper ads during their search for a home, yet 92% of buyers are searching for properties online using real estate websites, search engines and mobile apps.

Ultimately, your home needs to be advertised where the buyers are, and that’s online. That is why Coldwell Banker invests its marketing resources and efforts in reaching the 92% of buyers that are online looking for your home.

Transition to Next Page

Let’s now look at where and how we reach the Internet consumer.

Suggested Approach

- Do not spend much time on this page. Make the point and move on.
- This page is intended to preempt any later suggestions by the seller that their home be advertised in the newspaper.

*2015 National Association of Realtors® Profile of Home Buyers and Sellers.
Suggested Approach

- Summarizes the company’s online real estate website marketing strategy.

- NOTE: You will need to make a choice of where you want to cover the details of coldwellbanker.com, and coldwellbankerpreviews.com website since they appear both on this page and two pages later.

- This page demonstrates how the company’s size and resources allow it to advertise homes through strategic online alliances.

- This shows that Coldwell Banker is at the forefront of where Internet buyers are searching.

- Coldwell Banker has invested more resources than any other real estate firm to market properties on a worldwide platform.

Benefit

- Coldwell Banker captures more buyers, quicker than other companies.

- Virtual showings 24/7.

This document contains suggestions and best practices that you may use at your discretion.

The Industry’s Most Powerful Web Presence (Cont.)

<table>
<thead>
<tr>
<th>Sample Dialogue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website Partners</strong></td>
</tr>
<tr>
<td>- Coldwell Banker listings also appear on the following Partner Websites:</td>
</tr>
<tr>
<td>- Homes.com</td>
</tr>
<tr>
<td>- MSN.com</td>
</tr>
<tr>
<td>- JamesEdition.com</td>
</tr>
<tr>
<td>- NYTimes.com</td>
</tr>
<tr>
<td>- AOL Real Estate</td>
</tr>
<tr>
<td>- MansionGlobal.com</td>
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<tr>
<td>- hotpads.com</td>
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<tr>
<td>- HomeFinder.com</td>
</tr>
<tr>
<td>- Robb Report</td>
</tr>
<tr>
<td>- WSJ.com</td>
</tr>
<tr>
<td>- And many more!</td>
</tr>
</tbody>
</table>

**The Rest of The 725**

- The remainder of the 725 websites receive our listing data from our primary web site partners. When a consumer clicks on one of our listings on one of these website, they are taken to the listing detail page for your property on coldwellbankerhomes.com.

**Closing Web Site Presence**

- As you can see, Coldwell Banker is committed to marketing your property to today’s informed buyer, the Internet consumer.

- Putting your home on the most popular and highly used real estate websites available will substantially improve your chances of connecting with the right buyer. Don’t you agree?

**Transition to Next Page**

- Let’s next look at another way that Coldwell Banker positions your property to stand out from the competition.
Suggested Approach

- This is an exclusive NRT program
- There is no cost to sales associates or sellers for these enhanced listing features.

Sample Dialogue

- The industry's most exclusive online branding program ensures no competing agents are shown on your property's listing.
- Agent-protected listings on the most dominant real estate Web portals, including Trulia, Zillow®, RealEstate.AOL.com and Yahoo! Real Estate.
- Showcase-enhanced listings on realtor.com® leverage our national relationships by providing branding contact information, additional photos, headlines and seller traffic reports, increasing overall exposure to your property.
- All buyer inquiries are routed directly to my cell phone for my immediate response.

Closing Enhanced Listings

- This powerful online marketing combined with your property appearing on over 725 websites substantially improves our chances of connecting with the right buyer.
- Don't you agree?
This document contains suggestions and best practices that you may use at your discretion.

**Suggested Approach**

- These 3 websites are Coldwell Banker’s namesake sites.
- ColdwellBankerHomes.com was launched by NRT in 2015 and had nearly 28 million site visits in its first six months.
- ColdwellBankerHomes.com is a shared consumer website for all NRT companies, nationwide. The site features all IDX listings in the areas served by NRT companies.

*Google Analytics, Jan. 2016* 

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**Coldwell Banker’s Exclusive Websites**

### Sample Dialogue

- Finally, let’s talk about our Coldwell Banker exclusive websites that produce extraordinary results in the marketing of your home.

#### ColdwellBankerHomes.com

- ColdwellBankerHomes.com features more than 1,000,000 properties nationwide.
- Buyers can view virtual tours, photos, property videos, community profiles, city and school reports, interactive maps and tips for buying and selling a home.
- The ColdwellBankerHomes website is mobile-optimized for use on tablet or smartphone devices.

[Click image to go to website]

#### coldwellbanker.com

- With more than 33 million visits* each year, Coldwell Banker’s namesake website connects buyers, sellers and independent sales associates like never before, making them all crucial parts of the home buying and selling process.

[Click image to go to website]

#### coldwellbankerpreviews.com

- coldwellbankerpreviews.com is Coldwell Banker’s luxury homes website. Featuring thousands of luxury property listings — the website attracts more than 30% of its visitors from foreign countries*.

[Click image to go to website]
Rapid Response Technology

Sample Dialogue

Mr and Mrs Seller, when surveyed, 93% of buyers felt a sales associate's speed of response was very important – only after honesty and integrity.

Timing Is Everything

Once I’ve generated the greatest possible exposure for your property, I will be responding to online buyer inquiries on your property within seconds using a proprietary rapid response technology called InTouch.

Thanks to the InTouch system, when an online home buyer requests additional information about your property, the inquiry is immediately routed to my cellphone and emailed to me for a quick and professional response. The InTouch platform also allows me to stay in touch with prospective buyers using a compliment of online communication and follow up tools.

(Optional) Let me demonstrate the effectiveness of this powerful rapid response system for you. Note: While doing a live demonstration is powerful, it is risky if the call to your cell phone is delayed or you have limited cell phone connectivity.

My personal commitment to you is to make sure all Internet inquiries on your property are responded to quickly & efficiently.

This is a Coldwell Banker exclusive service that I will use to make sure all possible buyer leads are aggressively pursued.

Suggested Approach

- InTouch is a powerful lead response, contact management and marketing system that is available at no cost to independent sale associates.
- Rapid response to buyer inquiries is the corner stone of the InTouch system.
- Inquiries and requests from your listings and profile pages on all Coldwell Banker and partner websites are sent to your cellphone for immediate follow up.

1. 2015 National Association of Realtors® Profile of Home Buyers and Sellers.
Suggested Approach

Social Networking

- Before you meet with the sellers, Google them and research their involvement in social media. If they are heavy users, be prepared to discuss the online social world.
- You may want to provide your own social media handles to the seller for them to connect with you online.

Online Showing Report

- Have a sample report to show.
- Tell them that you will call them each week after they receive the report to discuss the report findings.
- If a report shows significant activity, but little or no interest in the property is shown by buyers or brokers, use the report as a price repositioning tool with the sellers.

Web Traffic Report

- This report shows where Coldwell Banker’s website traffic is coming from locally, nationally, and internationally.

Unmatched Social Network

Sample Dialogue

Connecting Socially with Today’s Buyers

- Coldwell Banker has been named the most influential real estate brand on social media by the social media analytics group Klout*, for the last three years.
- In order to engage social media users and drive leads to our websites, Coldwell Banker uses an impressive array of social media tools designed to connect with over 200,000 followers on Facebook & Twitter as well a powerful presence on Instagram, Pinterest, and other social media outlets.
- Coldwell Banker’s social network includes a national brand and regional presence on:
  - twitter.com
  - facebook.com
  - youtube.com
  - pinterest.com
  - gplus.to
  - instagram.com

*Klout, December 2015

Insight Online Showing Report

- Once your property appears on ColdwellBankerHomes.com, coldwellbanker.com and several of our partner websites including realtor.com, Trulia, Yahoo! Real Estate, and Zillow.com, I will email you a weekly “InSight” activity report.
- The InSight online activity report will show us how many click-throughs or views your property has received over the report time period. Once you receive the report, I will follow up with a phone call to answer any questions you may have.
- It is important for us to consider this report as an indicator of buyer interest in your property at the listed price. If the report indicates a high level of interest online but we have no resulting contacts or showings, I will run an updated Competitive Market Analysis for us to review in order to evaluate the effectiveness of our pricing strategy.

Web Traffic Report

- Updated monthly, this report reflects the overall engagement on ColdwellBankerHomes.com and the number of views listings have received on partner websites including realtor.com, Zillow.com, Trulia.com, Yahoo! Real Estate and Homes.com.
International Luxury Marketing

Sample Dialogue

To meet the needs of the discriminating buyer or seller of luxury properties, Coldwell Banker developed the Previews Exceptional Properties Program.

If not a Previews qualified property say…

The reason I am mentioning Previews to you is that luxury home sellers are often downsizing. This means that they will be looking for a home, or homes, for themselves and even their children, and I show them homes listed by Coldwell Banker first.

If a Previews qualified property say…

Marketing the Most Distinguished Luxury Homes

Since 1933, Coldwell Banker Previews International® has been marketing magnificent luxury residences worldwide. In fact, Coldwell Banker® agents handle an average of $133 million in luxury home sales every day*.

Previews Program Marketing

Homes & Estates is Coldwell Banker’s proprietary luxury publication that reaches a wide range of affluent clients. Editions of these impressive magazines are distributed to high-net-worth individuals worldwide.

Exceptional Web Presence

In addition to the 725 websites on which Coldwell Banker listings appear, Previews properties are showcased on more than 60 high-end websites targeting key national and international markets: These websites include:


Let me show you the power of Previews

Click to view video

Marketing Wrap Up

Well, as you can see, my marketing initiative for promoting your home to buyers is truly second to none.

Do you have any questions about the marketing services we’ve just discussed? (NO)

Great! Let’s now discuss the Home Sale Process.

Suggested Approach

- Properties over a certain price point (differs by area) and quality level are automatically considered Previews properties.
- Previews-specific listing presentation and marketing materials are available.
- A Certified Previews Property Specialist designation is available but not required to list and market a Previews-qualified property.
- See your branch manager to discuss listing and marketing Previews properties.
- If a property qualifies as Previews, be sure to include Previews marketing presentation materials:
  - Previews magazines
  - Previews listing box
  - Previews marketing plan

*Sales volume based on closed and recorded buyer and/or seller transaction sides of homes sold for $1 million or more as reported by affiliates in the U.S. Coldwell Banker franchise system for the calendar year 2015. USD$.
Total volume calculated by multiplying the number of sides (buyer and/or seller) by sales price.
Suggested Approach
This is your segue into discussing the Home Sale Process.

Sample Dialogue
Mr. and Mrs. Seller, I want you to know that I will manage all the details of your transaction from start to finish.
The Home Sale Process

Sample Dialogue

Let me take a moment to cover what I will be doing to manage your transaction from start to finish. Go over the list on the screen.

Step 1: Develop a Pricing Strategy
- Homes currently on the market
- Homes recently sold
- Homes that failed to sell
- Local economic conditions
- Desired timetable to sell your home

Step 2: Successfully Market Your Home
- Sales documents and disclosures
- Home protection plan
- Stage your home for sale
- Distinctive yard sign
- MLS
- Flyers/brochures
- Implement active marketing strategies
- Website marketing
- InTouch
- Arrange showings
- Communicate feedback
- Provide market updates

Step 3: Manage the Transaction
- Aggressively represent you in all negotiations
- Assist you in completing contracts and documents
- Guide you through all deadlines in the contract
- Evaluate and follow up on inspections, termite reports, survey and insurance, and appraisal
- Prepare and negotiate any necessary amendments to the contract
- Update you on buyer’s loan status
- Provide access to documents, tasks and deadlines through HomeBase® (not available in Austin, Houston, Carolinas)

Step 4: Coordinate the Closing
- Coordinate closing date, time, location and contacts with you
- Follow up on details to ensure smooth closing
- Submit Home Protection Plan information to initiate coverage for buyer, if required
- Review HUD Statement (closing statement) with you
- Provide copies of all closing documents

Is there anything else important to you that I should consider when managing the sale of your home? (NO) Great

Suggested Approach

- Builds value by introducing each aspect of the selling process.
- The best way to protect your commission is to provide proof of the value of what you have to offer a seller. By outlining the extent of the complete process, and how you will manage the details, you help the seller see the significance of employing a professional.
- Today’s consumers are busier than ever; yet selling a home still includes many highly important details.
- Sellers should understand exactly how you can help maneuver them through the process and successfully manage their transaction.
- Helps sellers see that getting an accepted offer is only part of the process.
- Because many sellers feel that their agent’s work is done once a contract is signed, it is important to demonstrate the continuation of the selling process. Help the seller see the added need for a professional to continue managing the progression, from deadlines to inspections to closing.
Suggested Approach

● Tell the sellers that you will provide weekly Progress Reports to keep them informed about all aspects of their listing or transaction.

● You should set up a standard day and time to communicate with the sellers weekly.

● Have something to talk about. Here are a few other items not listed on your presentation page:
  ▪ Upcoming Open House
  ▪ Upcoming Broker Open
  ▪ Newspaper ad coming out
  ▪ Events announced that may negatively affect the value of the home such as zoning change nearby, new commercial construction nearby, foreclosure or short sale nearby, etc.

Sample Dialogue

I know how important good communication is on a regular basis and would like to propose that we set up a weekly call, at a day and time convenient for you, for me to keep you up-to-date on such things as:

- My marketing activities
- The result of the weekly Insight Online Showing Report
- Broker feedback from showings during the week
- New listings on the market now competing with your home
- Recent sales of competing properties
- Competing properties that failed to sell
- Local economic factors, including interest rates, job growth, unemployment and consumer confidence
- And any other information that is important for us to discuss for getting your home sold.

Also, communication is a two-way street. So please feel free to contact me whenever you have a question.

So what day and time is most convenient for you for me to call you?
Your Real Estate Transaction Online

*(Carolinas, Austin and Houston - skip this page)*

### Suggested Approach

- HomeBase is Coldwell Banker’s state-of-the-art transaction management system.

### Benefit

- There is no cost to sellers or buyers.
- Transaction forms and information are available electronically to all parties to the transaction 24/7.

## Sample Dialogue

- Mr. and Mrs. Seller, both sellers and buyers tell Coldwell Banker that the electronic preparation and signing of documents, combined with real-time access to those documents online...anytime...is a tremendous convenience.
- Therefore, you will be pleased to know that when you sell or purchase a home with Coldwell Banker, all forms related to your transaction will be prepared or converted into an electronic format then entered into Coldwell Banker’s state-of-the-art online transaction management system called HomeBase.
- HomeBase is a convenient, secure website where you can view the details and documents for your transaction and track the progress of your sale during the transaction and after the closing.
- Once your home is listed with Coldwell Banker, your HomeBase account will automatically be set up and you will receive login instructions by email for accessing your personal account.
- Then, if you have a need to access your documents during the transaction...at tax time...or for estate or financial planning...your HomeBase personal, private account is available to you 24/7.

**Click to play video**

- As you can see, I’ll use my tech resources to keep you in the loop throughout the process. You can access your secure documents online, enjoy a paperless transaction and connect with me anytime.
- How does that sound?
Positioning Your Home to Sell

Sample Dialogue

Mr. and Mrs. Seller, when it comes to positioning your home to sell quickly in today’s market, my job is to educate you about the importance of pricing a property at fair market value, and to then show you market data to use for determining the asking price for your home.

As we begin this discussion, you need to know that pricing your property at fair market value from the start, will generate the most activity from real estate agents and home buyers. In other words, the price must attract enough attention to result in showings and offers.

So what happens to buyer interest when a property’s asking price exceeds fair market value?

This graph shows us that…

When a home is priced at market value, the property appeals to 95% of interested buyers.
- When a home is priced at 5% over market value, the property appeals to 50% of interested buyers.
- When a home is priced at 10% over market value, the property appeals to 30% of interested buyers.
- And when a home is priced at 15% over market value, the property appeals to 20% of interested buyers.

Therefore, your asking price needs to be at fair market value in order to appeal to as high a percentage of interested buyers as possible.

Suggested Approach

- Educate sellers on the importance of pricing their home competitively right from the start.
- The higher the property is priced over fair market value, the less # of interested buyers.
- Spells out the disadvantages of overpricing.
The Importance of Initial Market Positioning

Sample Dialogue

- The largest number of potential buyers will view a newly listed home within the first 14 days on the market, and the number will decrease as the days on the market increases.
- This initial pool of buyers includes new home buyers just entering the market as well as buyers who are already working with Realtors who have seen the existing inventory and are ready to make an offer.
- If we have priced your home correctly, we will generate traffic and repeat showings which is the perfect climate for a sale. If our price does not create that environment, after 30 days of testing the market we will need to discuss the repositioning of your home at a price that will finally cause it to sell.
- In summary…
- Aggressive pricing will attract more attention from buyers and increase the odds of selling your home faster.
- Setting a price too high for the market may require a repositioning later

Presenting the Competitive Market Analysis

Note: Your CMA should be placed into the back cover pocket for ease of access.

- Now that we have discussed the importance of initial pricing, let’s determine a sound pricing strategy.
- In order for you to make an educated decision on the price at which to position your home, I have prepared a Competitive Market Analysis. A CMA shows us recent sales data, properties for sale that will be competing with yours for the attention of buyers, and homes that failed to sell or expired from the market.
- (Optional) I have also placed this data into an easy to understand graphical format using a Competitive iPrice Lines form.
- Let’s begin by looking at recent sales data. (Review the data.)
  - Next we’ll look at properties that are currently for sale, but not sold. (Review the data.)
  - The final category contains homes that failed to sell or expired from the market. (Review the data.)
- Mr./Mrs. Seller, based upon this information, at what price are you comfortable positioning your home for sale?
Let’s Get Started

Sample Dialogue

- Mr. and Mrs. Seller, I am ready to go to work for you right now!
- Should we get the paperwork started?

Suggested Approach

- Close for the listing.
- Begin paperwork and review “next steps” for getting their property on the market.