



**COLDWELL  
BANKER**   
**WEST SHELL**



## OUR PROMISE

To inform you about the local real estate market

To generate the greatest amount of buyer interest for your property

To negotiate and manage the sale process

# POWER OF THE COLDWELL BANKER BRAND

## **Greater Cincinnati\***

Coldwell Banker West Shell

Independent Sales Professionals: 664

2016 Closed Sales Volume: \$1.620 billion\*\*

2016 Homes Sold: 7,860\*\*

## **Nationwide**

NRT, LLC

#1 residential real estate brokerage company  
in the U.S., according to *REAL Trends* 500

In over 20 major markets

## **Worldwide**

Coldwell Banker Real Estate Corporation

Independent Sales Professionals: Over 88,000

Offices: Nearly 3,000

Countries Served: 49

\*Includes Northern Kentucky and Southeastern Indiana

\*\*Coldwell Banker West Shell 2016 statistics

Real estate agents affiliated with Coldwell Banker West Shell are independent contractor sales associates and are not employees of Coldwell Banker West Shell



## POSITIONING AND PRICING





## THE IMPORTANCE OF MARKET POSITIONING

It's not always what price the seller wants to get, but the buyer's perception of value that determines the final selling price.

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## IDENTIFYING MARKET TRENDS

### **Low Inventory**

In a low inventory market, homes often sell as quickly as they come on the market. Generally speaking, in this environment, prices go up.

### **High Inventory**

In a high inventory market, far more homes come on the market than sell, and inventory grows. Generally speaking, in this environment, prices go down.



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## DETERMINING MARKET DIRECTION AND PRICING ACCORDINGLY

It is important to be aware of the factors that could affect the positioning of your home. For this reason, we must keep our eyes on five components of the market:

New listings hitting the market

Listings going into contract

Overall inventory

Overpriced listings that have failed to sell

Absorption Rate



## IT'S ABOUT ENERGY

To generate buyer motivation and energy, we advise our seller clients to use strategic pricing and positioning to create a perception of value among competing properties. This approach may create the opportunity for multiple offers and a higher final sale price.





# MARKETING



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## MAXIMUM ONLINE MARKETING

Since 95% of home buyers use the internet in their home search\*, Coldwell Banker West Shell has developed a powerful marketing platform designed to reach the highest number of potential buyers, wherever they are.

Your home will be displayed with multiple photos and key information on four of the most-visited real estate websites: Zillow®, Trulia®, Realtor.com® and Homes.com®.

In addition, your home will be shown on as many as 900 websites, including all powered-by-Zillow sites and the ever-expanding ListHub and HomeFinder.com networks.

Online inquiries from buyers interested in your home are routed directly to my cell phone for my immediate response.

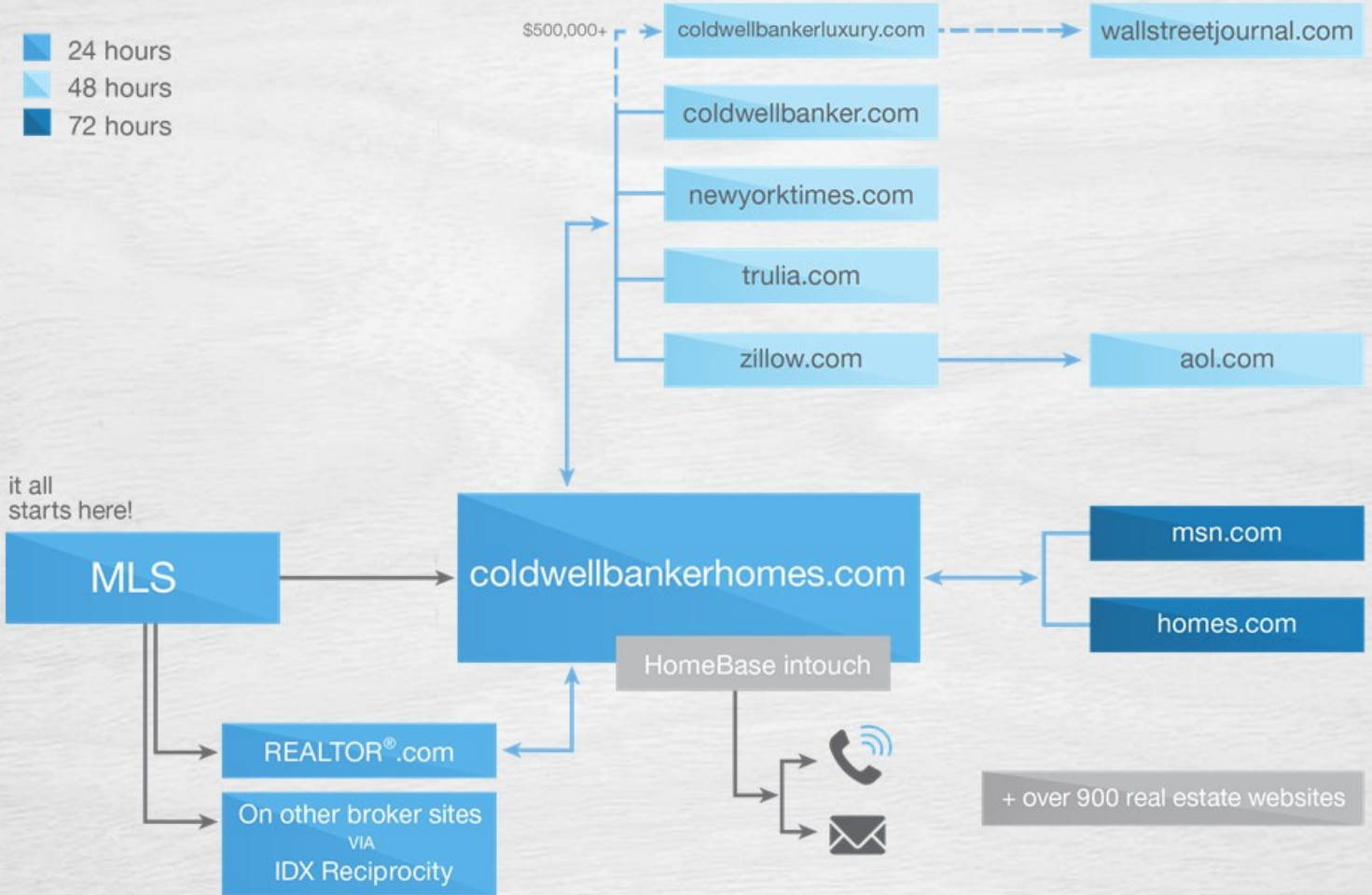


\*NAR 2016 Profile of Buyers and Sellers

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# AUTOMATED WEB LISTING DISTRIBUTION



## CONNECTING WITH BUYERS IN SECONDS

With HomeBase Intouch, in a matter of seconds, Internet inquiries are sent directly to us so that we can respond immediately – now that's truly remarkable service.

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## ONLINE SHOWING REPORTS

Online showing reports provide you the number of virtual showings your home has received on top real estate websites. This proprietary report will show you where and how often your property is being viewed online and these reports are sent to you weekly.



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## JUST SOME OF THE TOOLS WE USE TO MARKET YOUR HOME

We provide a suite of tools designed to expose your home to the largest audience possible.

Single property website

YouTube Video

ePostcard of property listing

Website verification with hyperlinks

Distribution to social networks

Digital property flyer sent to all showing agents at the time of confirmation

Online "Feedback" reports sent to you in real time so that you have instantaneous information on the level of interest after each showing.

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## NATIONAL ADVERTISING

Coldwell Banker® reaches buyers nationwide through television, online, print and social media advertising.

- Award-winning commercials airing on CNBC, CNN, DIY, FOX News, HGTV, History Channel, MSNBC, NBC, TBS and TNT
- Homes for Dogs Project - Partnership with AdoptaPet.com, which has helped more than 20,000 homeless dogs find homes
- Exclusive partnership with LXTV Open House
- Coldwell Banker and CNET – Joining forces on smart home technology
- Social media advertising on Facebook, Twitter, Instagram and YouTube™

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FLYERS



WELCOME

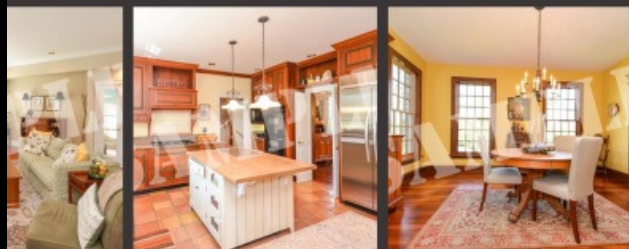
123 MAIN STREET  
CINCINNATI



*A peek inside....*  
1234 Main Street  
Cincinnati, Ohio 12345

Angie Agent  
Coldwell Banker West Shell  
C: 513.111.1111  
O: 513.111.1111  
AngieAgent@cbws.com

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# ENHANCING YOUR HOME FOR SALE

## Living Areas

- Have all walls and ceilings in top shape
- Use neutral colors when painting
- Be sure all lights work
- Straighten up closets
- Wash Windows
- Keep draperies open, window shades up

## Kitchen

- Remove appliances from counters
- Clear off the refrigerator

## Bathrooms

- Repair any dripping faucets
- Remove stains from toilets, bathtubs and sinks
- Keep sinks and mirrors shining
- Replace old caulking around the bathtubs

## Basement and Garage

- Clean out the clutter
- Consider new paint and new lighting
- Ventilate or dehumidify

## Outdoors

- Cut back overgrown shrubbery
- Keep lawn mowed
- Repaint front shutters, window frames and front door
- Inspect roof and gutters for needed repair and/or cleaning

**DEEP CLEAN ENTIRE HOME...because you only have one chance to make a great first impression!**



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## ADDITIONAL TOOLS AND RESOURCES



## HOME WARRANTY PROGRAM

When you are selling your home, a home warranty can give buyers some comfort knowing that the operation of major mechanical components of your home are covered.

**Benefits include:**

Relief from some of the expenses of unexpected breakdowns

Affordable, flexible and customizable plans

Access to a network of service contractors

(866) 797-4788 [AHSHome.com](http://AHSHome.com)



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## BRINGING RELOCATION BUYERS TO YOU

Through the Cartus Broker Network, Coldwell Banker West Shell is the broker of choice for corporate transferees and consumer-based programs, like USAA. As a principal of the Cartus Broker Network, we receive referrals from brokers throughout the country. Plus, when you are relocating out of town, we can help you connect with a knowledgeable real estate agent anywhere in the United States.

Local Experts...  
with National Connections



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## PARTNERING WITH YOU THROUGH OUR AFFILIATED BUSINESS RELATIONSHIPS

Coldwell Banker West Shell has partnerships with other key Players to help you throughout the entire real estate process.

- **RT Agency LLC d/b/a Residential Title**  
Provides searches of public records that bring to your attention any known problems with the property's title before closing and provides title insurance policies against loss due to certain title defects.
- **Guaranteed Rate Affinity, LLC**  
Provides a full range of residential first mortgage loan products and services.
- **Castle Edge Insurance Agency, Inc**  
Provides insurance agency services for homeowner's insurance.

## COLDWELL BANKER CONCIERGE

Buyers and sellers have found that screening and hiring quality moving-related services before, during, and after a move can be stressful and time consuming. The Coldwell Banker Concierge program provides you with a choice of qualified, local vendors through the convenience of a single phone call.

- Air Duct Cleaning
- Appliance Repair
- Blinds & Draperies
- Carpentry
- Carpet & Upholstery Cleaning
- Carpeting & Flooring
- Cleaning Services
- Concrete
- Drywall
- Electrical
- Estate Sales
- Extermination
- Handyman Services
- Hardwood Floor Refinishing
- Heating & Air Conditioning
- Home Security Systems
- House Staging
- Interior Design
- Kitchens & Baths
- Landscaping
- Masonry & Tuckpointing
- Mold Testing & Remediation
- Mortgage Services
- Moving Services
- Painting
- Plumbing
- Radon Inspection & Mitigation
- Remodeling
- Roofing
- Siding & Gutters
- Trash Hauling
- Title Insurance
- Utility Connections
- Waterproofing
- Windows & Doors
- Window Washing
- And many more...

Available before, during and after your move.  
Contact a Concierge Service Counselor  
at (877) 794-7575.



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## WE WILL DO WELL BY DOING GOOD

The establishment of the Coldwell Banker West Shell Foundation provides an avenue to raise funds for charitable causes and operates as a chapter of the Realogy Charitable Foundation, Inc. The foundation is registered as a charitable organization with the Internal Revenue Service. This structure allows donors to claim a deduction for tax purposes for donations made to the foundation. Live and Play Cincinnati, LLC is a proud sponsor of the Coldwell Banker West Shell Foundation and charitable giving efforts. Just some of the past recipients:

Alzheimer's Association of Cincinnati  
Assistance League of Greater Cincinnati  
Bake Me Home  
Boys Hope Girls Hope of Cincinnati  
CDKL5 Research  
Cincinnati Children's Home  
Delhi Skirt Game  
Mid-Western Children's Home  
National MS Society Ohio Valley  
Parish Kitchen  
ProKids  
Sophie's Angel Run  
The One Way Farm



**HOME BASE**  
powered by REALOGY.

**Your Transaction Records...**  
Coldwell Banker is investing in eco-friendly business practices

**In HomeBase...**  
Our HomeBase system will electronically store all of your important real estate transaction records in the Cloud

**Are Available On Demand...**  
Safe and secure electronic access of all your real estate transaction records are available to you where-ever you are and whenever you want them

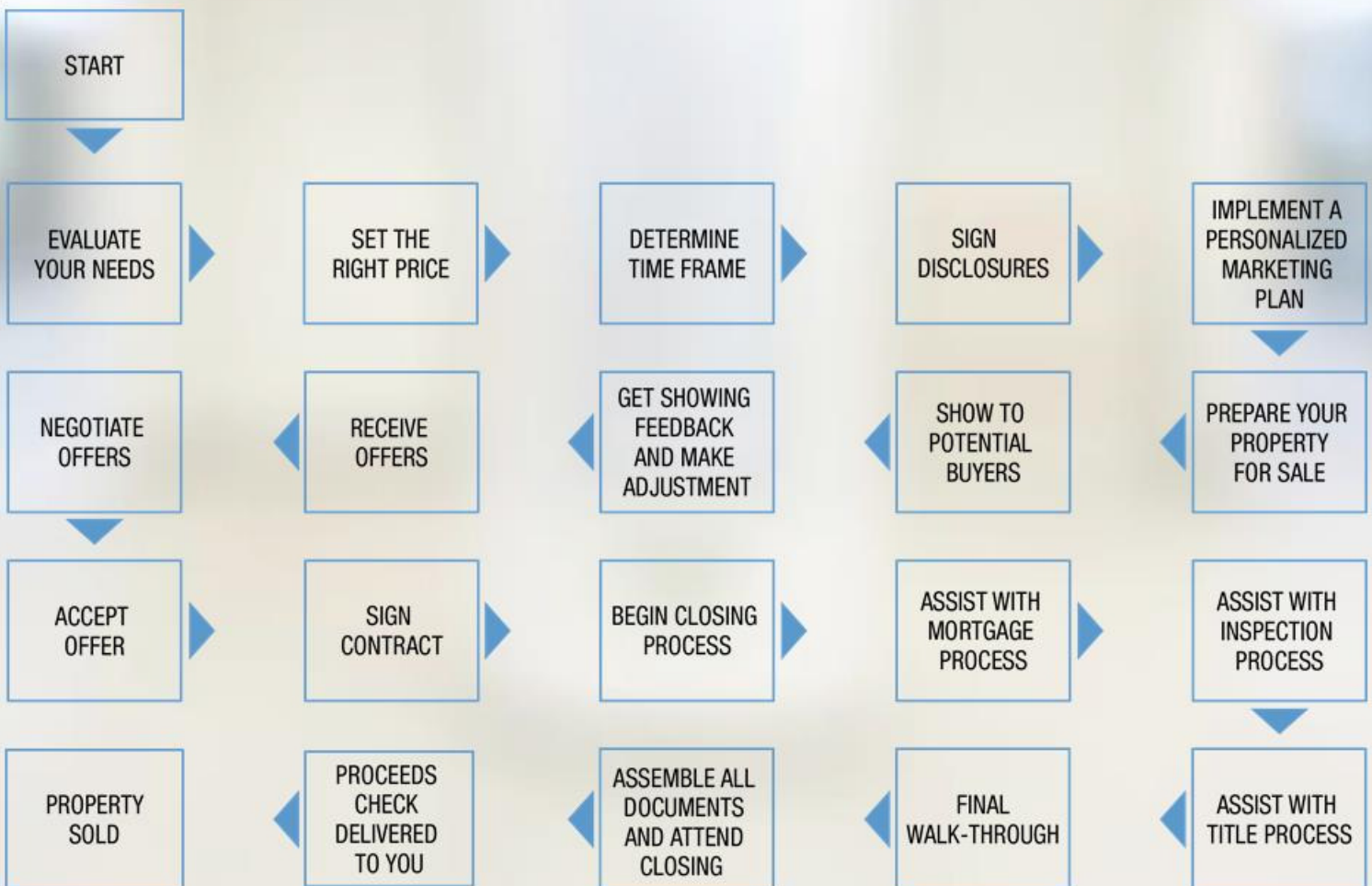


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## THE STEPS TO SELLING A HOME

When you hire the Live and Play Cincinnati, LLC real estate team, we are here to help you every step of the way.





**SOLD**  
**COLDWELL BANKER**  
**WEST SHELL**

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